

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Apr 2

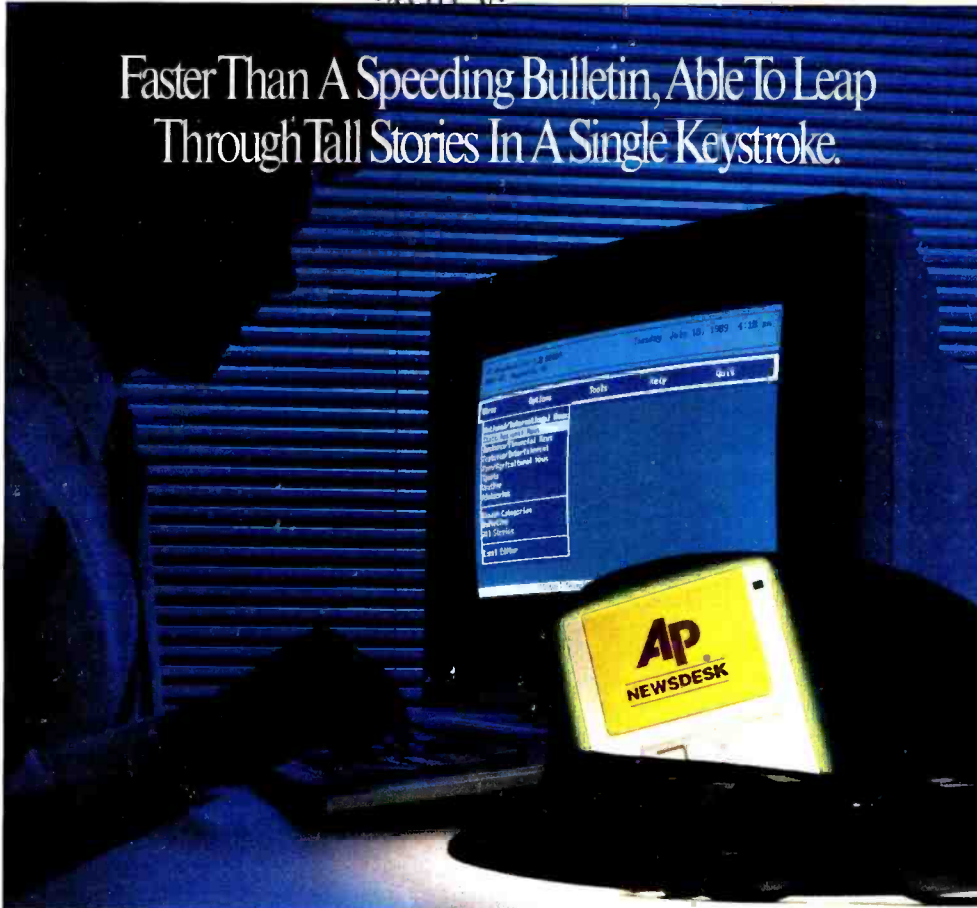
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| WGKT(AM)-WPHD(FM), Buffalo, NY             |   | \$6,400,000           | KNAN(FM), Monroe, LA                       |                             |              |
| KVKI(AM/FM), Shreveport, LA                |   | \$7,000,000           | WKXI(AM)-WTVX(FM), Jackson, MS             |                             |              |
| KBFM(FM), McAllen- Brownsville, TX         | } | \$7,700,000           | KRLD(AM)-TSN, Dallas, TX                   | }                           | \$86,500,000 |
| KQLH(FM), San Bernardino, CA               |   |                       | KODA(FM), Houston, TX (to Evergreen Media) |                             |              |
| WNOE(AM/FM), New Orleans, LA               |   | \$7,250,000           |  |                             |              |
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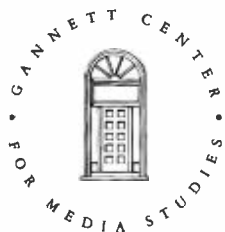
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WXIA-TV (Atlanta, GA)  
WXTV (Secaucus, NJ)



## 43/ If carry/must pay bill introduced

Senator Daniel Inouye introduces bill, which is topic of Communications Subcommittee hearing, but stops short of endorsing it. Legislation is widely



NCTA's Jim Mooney with CBS's Jay Kriegel at Senate hearing

supported by broadcasters, called "brutally anticonsumer" by cable. Hearing also focuses on cable reregulation as senators prepare to move bill.

## 48/ FCC on the record

Five FCC commissioners share their views on key upcoming issues: expanded AM band; abuse of process; FM translators; cable reregulation; telco entry, and indecency.

## 63/ NAB '90 in Atlanta

Broadcasting industry goes to Atlanta for National Association of Broadcasters' convention at Georgia World Congress Center. Among highlights are state of industry address by NAB President Eddie Fritts and President George Bush's first appearance at NAB convention. (Convention agenda, listing of exhibitors and hospitality suites begin on page 64.)

### 44/ MR. KRIEDEL GOES TO WASHINGTON

Jay Kriegel's clout at CBS is said to exceed that of everyone but CEO Laurence Tisch, with whom his ties are strong. As head of CBS strategy in Washington, Kriegel is now in

thick of broadcasting's battle for must pay.

### 50/ TV MARTI LAUNCH

TV Marti goes on air. Cuba jams signal within minutes and says that in future it will

"prevent any new attempt to use our radio-electric spectrum by force."

### 51/ AS CABLE SEES IT

On eve of NAB convention, James Mooney, president of National Cable Television Association, explores prospects for agreement between broadcasting and cable industries.

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Arbitron's market-by-market prime time TV household rankings confirm NBC's dominance.

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Supreme Court hears arguments in two cases involving affirmative action policies of FCC that are now mandated by Congress.

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Radio sales staffs put more effort into selling benefits of local and regional campaigns to advertisers.

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Seminar examines promise of better sound quality from digital radio.

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Start of National Cable Month begins with original shows and promotional efforts touting cable's benefits.

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BROADCASTING's monthly update of key industry issues.

### 143/ BROADCASTING RENAISSANCE MAN

Vetter Communications' Chairman Cyril Vetter is lawyer, entrepreneur and former triathlete. He is also champion of broadcasters' if carry/must pay policy, one he believes will lead to more equitable relationship between broadcast and cable industries.

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**AU-620**



**AU-60**



**AU-63  
NEW**



**AU-665  
NEW**



**AK-400**



**AU-550**



**AU-500**



## WASHINGTON

### Paying piper

FCC Chairman Alfred Sikes's belief that broadcasters' if carry/must pay is "wrongheaded" is not shared by at least one colleague. James Quello, for one, thinks it's only fair. "There is something basically inequitable" about cable systems' selling broadcast signals as "important part" of basic service at same time they are competing against broadcasters for local advertising, he says. Although he favors requiring cable to pay for local signals, he says, he is unsure whether current proposal requiring cable systems that pick up one local signal to carry and pay for all local signals will withstand court challenge.

### Take a letter

National Cable Television Association wants its members also to contact their congressmen and argue for watering down provisions of Senate Commerce Committee's draft legislation that association contends "goes way too far." But, in March 13 letter outlining suggested arguments, NCTA cautions members not to give away store: "You should avoid offering comments about 'what you could live with' or otherwise being drawn into negotiations."

### Program search

Steve Murphy, head of U.S. Information Agency television service is making major effort to open Eastern Europe to American television, if at some price to American industry. He is talking to Motion Picture Association of America officials, including Jack Valenti, about making programs available to USIA's Worldnet for six to eight months for satellite transmission to Eastern Europe. Idea, he says, would be to whet appetite for American product against day when East Europeans can pay. C-SPAN is already being carried on Worldnet. And public television's MacNeil/Lehrer NewsHour joins

project this week, with Worldnet carrying edited version of program to most areas of world, at no cost to USIA. Al Vechione, president of company producing show, sees Worldnet exposure as "good for prestige" and having long-term value. If viewers abroad like show, "we'll market it."

## ATLANTA

### Library search

Company insider says Turner Broadcasting System is talking with proposed MGM/UA buyer Pathe Communications about acquisition or licensing deal for what remains of MGM/UA film library. Turner bought large chunk of library, including classic titles, *Gone with the Wind* and *The Wizard of Oz*, several years ago. Source said deal for rest of library, which includes James Bond, Pink Panther, and Rocky films, and also such recent releases as "Blue Steel," "Stanley & Iris," and "A Dry White Season," could help Pathe secure financing it seeks to close studio purchase from Kirk Kerkorian.

## LOS ANGELES

### GTO?

According to sources, Grant

Tinker, on lookout for corporate partner for his Grant Tinker Productions (his partnership with Gannett expired on March 31), is in discussions with Orion for possible link-up. Orion spokesman would neither confirm nor deny such discussions, saying only "anything we're working on now is off the record. When we have something to announce, we'll let you know." According to source, Orion has been actively looking to buy pilot commitments, by signing producers who already have commitments with networks. If deal is negotiated, Tinker would produce as independent production entity from Orion Television, which is headed by Gary Nardino.

### Timetable

NBC has set late May or early June as cutoff for decision on granting West Coast affiliates permission to roll back 1991-92 prime time schedule to 7 p.m.-10 p.m. in Pacific time zone. At March 7 meeting in Dallas, Wright and Mapes, who have been making "informal" regional affiliate meetings with general managers an emerging ritual, told primarily West Coast assemblage that research data still has not been completed—although word is it might be reviewed at network's affiliate convention June 3-6 in Washington.

One northwest general manager said NBC "hasn't really changed its position," and that the network "clearly knows that it makes more money with an 8-11 p.m. prime time schedule." Source said almost unanimous support from West Coast affiliates for shift was "reaffirmed," with only notable exception being KNBC-TV Los Angeles.

### Doctor is in

Encouraging network news for independent producer Reeves Communications came last week when CBS ordered 10 new scripts of Reeves's half-hour sitcom *Doctor, Doctor* for next season. Show had fulfilled earlier CBS order with short summer run and as replacement on network's Monday night 10:30 p.m. schedule earlier this season.

### Reupping 'Tribes'

Teen soap opera *Tribes*, which debuted on Fox Broadcasting Company O&O stations week of March 5 and has scored relatively impressive numbers in several major markets, has received additional 13-week, 65-episode commitment from Fox Television Stations Inc., confirmed Steven Cho, executive vice president, Fox Television Station Productions. New commitment matches original order for half-hour early fringe soap, which will air original episodes though second week of June.

Another source involved in production, indicated that *Tribes'* producers are going to increase role of teenagers' parents, because "they realized the kids have not been strong enough to carry the show alone."

### Homesick?

Word was circulating among station promotion executives last week that Lynne Grasz, executive director, Broadcast Promotion and Marketing Executives Inc., Los Angeles, is resigning. Grasz has been in position only since last October. Before that she was executive director, Television Information Office, New York. Grasz was in

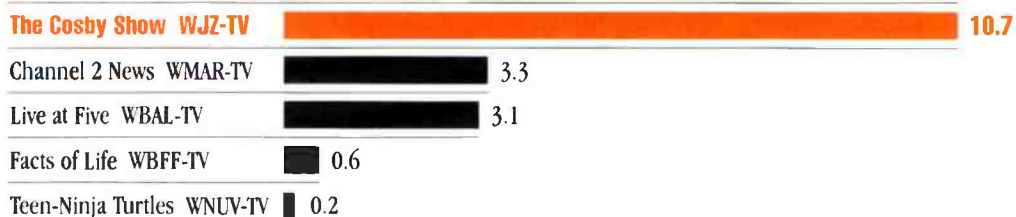
### Looking in-house

*Although the networks have commissioned approximately the same number of pilot projects this year as they did last year, in-house production has dipped considerably. Last year, CBS, NBC and Fox Broadcasting affiliated-20th Century Fox Television produced a total of 18 projects, breaking down to three, five and 10 respectively. ABC had no in-house development projects last year, with their ABC Productions unit under Brandon Stoddard having been formed only a year ago. This season, with all four network in-house production units in operation, the total number of projects produced in-house is eight, with ABC producing three (one half-hour, and two hour long series) and CBS Productions producing one half-hour musical drama. Fox has two series in development this year, although one project, Babes, is a hold over from last year's development slate. NBC shows the biggest decline in the number of in-house projects produced, from 10 last year to two this year, a half-hour comedy Have a Nice Day, and the hour drama, G-Men.*

# COS BALTIMORE AND EFFECT

**The Cosby Show dominates its time period, beating the combined women 18-49 ratings of its competition by nearly 50%.**

Women 18-49 Ratings, February 1990 M-F 5:00 PM



Women 18-49 Ratings, February 1990

| Rank      | Program                | Station       | Time Period      | Rtg         |
|-----------|------------------------|---------------|------------------|-------------|
| <b>1</b>  | <b>The Cosby Show</b>  | <b>WJZ-TV</b> | <b>5:00P M-F</b> | <b>10.7</b> |
| <b>2</b>  | Family Feud            | WBAL-TV       | 7:30P M-F        | 9.5         |
| <b>3</b>  | Night Court            | WJZ-TV        | 5:30P M-F        | 8.5         |
| <b>4</b>  | Wheel of Fortune       | WMAR-TV       | 7:00P M-F        | 8.5         |
| <b>5</b>  | Jeopardy               | WMAR-TV       | 7:30P M-F        | 7.9         |
| <b>6</b>  | Evening Magazine       | WJZ-TV        | 7:30P M-F        | 7.4         |
| <b>7</b>  | Inside Edition         | WBAL-TV       | 7:00P M-F        | 6.5         |
| <b>8</b>  | The Oprah Winfrey Show | WMAR-TV       | 4:00P M-F        | 6.0         |
| <b>9</b>  | Jeopardy               | WMAR-TV       | 7:30P SAT        | 5.3         |
| <b>10</b> | Wheel of Fortune       | WMAR-TV       | 7:00P SAT        | 4.9         |

**The Cosby Show is the top syndicated program in Baltimore among women 18-49.**



**WJZ-TV has successfully counterprogrammed local affiliate news with The Cosby Show and gained among women 18-49.**

Women 18-49 Ratings, February 1988



Women 18-49 Ratings, February 1990



Source: Nielsen

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route to NAB convention in Atlanta last Friday, and could not be reached for comment. But several sources said she decided L.A. lifestyle was not for her and that she would return to New York.

### Ducks in a row

As much of broadcast community participates directly or indirectly in defining exactly what Fox Broadcasting Co. is, Fox itself has taken another quiet step toward network-like mode of operation, buying no more occasional satellite capacity. Moving last of its syndicated fair to its own two transponders aboard AT&T Telstar 303, Fox joins somewhat more elite group of full-time national broadcast and cable services that own enough space in sky to deliver all their wares to market.

Fox's limited prime time schedule has been delivered via 303 since its first long-term purchase of capacity last April. But over past several weeks, Fox has also moved *A Current Affair* off occasional channels aboard Telstar 301. According to Fox telecommunications expert Andrew Setos, that means all of Fox's prime time series and syndicated movies and series will now have permanent home on 303 into 1995. In light of recent Ariane and Martin Marietta satellite launch failures, he said, occasional capacity "will become, at best, much more expensive and, at worst, you won't be able to get on [occasional capacity] anywhere."

### To the 'Rescue'

Network in-house produced series (see box, page 8) that has performed particularly well this season is CBS's *Rescue: 911*, which received 30-episode order from network this season. Airing in Tuesday 8-9 slot since its debut in fall, series produced by Arnold Shapiro Productions in cooperation with CBS, is second highest rated new, in-house produced series this year, behind Fox's *The Simpsons*, which debuted in January. As highest rated drama series launched this



**Gift of 'Freedom.'** On behalf of CBS, Procter & Gamble and Stan Margulies Productions, seven-time Oscar nominee Peter O'Toole presented to UNICEF videotape of the two-hour drama *Crossing to Freedom*, scheduled for 9-11 p.m. broadcast April 8 on the CBS Sunday Movie. In it, O'Toole stars as a man who leads seven children to safety through World War II France. Presented was made at a March 23 luncheon at the United Nations "in recognition of [UNICEF's] humanitarian work on behalf of the world's children." Pictured below are Jack W. W., vice president, Procter & Gamble Productions Inc., Los Angeles; James Grant, executive director of UNICEF; O'Toole; Thomas Leahy, vice president, marketing, CBS, and James Van Cleave, director of media, Procter & Gamble.

fall, show has given CBS strongest Tuesday 8-9 performance since 1984-85 season.

## PHILADELPHIA

### On block

According to industry sources, TAK Communications (three FM's, six TV's) has asked Shearson Leahman Hutton to "quietly" shop WUSL(FM) Philadelphia. Tak Communications is said to be candidate for financial restructuring.

## NEW YORK

### Checking on children

Children's upfront advertising market has begun. Both buyers and sellers of children's ad time say some syndication deals have been completed, and that network market may get under way next week. However, Jon Mandel, vice president, national broadcast, Grey Advertising, which represents about 40% of children's TV business, said agency is not ready to sit and do deals yet. Grey's clients, he said, are "still working on game plans." He did say

that increased competition in children's programing this season will benefit sellers, buyers and viewers. "The quality of rating points and quantity of buyable ratings will increase," he said. "I think you'll see a bigger lumping of shows in the 5 and 6 rating range," added Mandel. In recent seasons, children's market has been burdened with small top tier of programs that most advertisers wanted to be in, followed by about two dozen shows few advertisers wanted to be in. Mandel projected that children's market may see overall gain of 5% this year. Other agency buyers said gain may be 7%.

### Preview

Worldvision will introduce characters, special effects, and animated segments of new children's show *Wake, Rattle and Roll* in half-hour back-to-school special scheduled for late August or early September. Company will seek prime access slots for special, while series debuts as morning show in mid-September. Program features R.J. Williams as Sam, 14 year-old living in basement bedroom, with robotic sidekick, R.E.W.I.N.D. *Roll* also

includes two animated segments, "Fender Bender 500," with Hanna-Barbera characters, and "Monster Tails."

## ROCHESTER

### Pay ball

WGRC-TV, the cable channel Greater Rochester [N.Y.] Cablevision is programing as independent television station, is getting some help shaping its local identity from Madison Square Garden Network, New York.

Network confirmed last week it has struck first-time carriage deal with Greater Rochester Cablevision that will allow system to spin off 10% of MSG's live event programing to WGRC-TV.

WGRC-TV has opted to take 28 New York Yankees games off MSG, to air throughout 1990 baseball season. WGRC-TV General Manager John Orr said first game would air April 11, two days after the start of the strike-delayed season. MSG spokesman said the 28 games represent the full 10% of the network's approximately 285 live events for the year.

MSG spokesman described deal with Greater Rochester as "compromise" that keeps network on basic service there, as opposed to pay tier. On systems outside New York television market, spokesman said, "there is pressure to put it [and other sports channels] on pay tier. We want to be a basic service and we were able to work out a compromise that keeps us on basic."

## ORLANDO

### Kingdom countdown

Word has it that ABC Radio Networks will take *American Top 40 with Shadove Stevens* to Walt Disney World in Orlando, Fla., to celebrate 20th anniversary of program. Special broadcast on weekend of May 12-13 will feature some of Disney's best voices joining Shadove to count down week's top 40 tunes. Weekend of May 4-5 will feature Stevens as official host for "1990 Grad Nite" at Walt Disney World Magic Kingdom Park.



# COSBY AND EFFECT

**KMOV-TV's 4:30 PM audience has grown by 91% with The Cosby Show.**

Women 18-49 Ratings, M-F 4:30 PM

February 1988 The Judge #2 4.6

February 1989 The Cosby Show #1 8.3

February 1990 The Cosby Show #1 8.8

**Cosby beats all of its time period competition among women 18-49.**

Women 18-49 Ratings, February 1990 M-F 4:30 PM

The Cosby Show KMOV-TV 8.8

Jeopardy KSDK 6.4

Geraldo KTVI 4.7

Chip & Dale Rangers KPLR-TV 1.4

Teen-Ninja Turtles KDNL-TV 1.2

**With Cosby as a lead-in, KMOV-TV's 5:00 PM News has improved its women 18-49 ratings by 25% and moved into first place.**

Women 18-49 Ratings, M-F 5:00-5:30 PM

February 1988 News 4 St. Louis #2 8.0

February 1990 News 4 St. Louis #1 10.1



**VIACOM**

Source: Nielsen

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## BY THE NUMBERS 1

**N**BC won the prime time ratings race for the 23rd consecutive week (ended March 25), with *Cosby* reappearing in the top spot after a few weeks out of the limelight. And for the second week in a row, Fox had record setting gains on Sunday night. For the first time, the fledgling network had two programs in the top 15 ranked shows—13th-ranked *Married...with Children* and 14th-ranked *The Simpsons*.

*Married* captured its Sunday 9 p.m. time period with an average 17 rating/26 share. The three



other networks all programed made-for-television movies from 9 p.m. to 11 p.m., and the closest competition to the Fox show from 9 p.m. to 9:30 p.m. was the first half-hour of NBC's *Old Man and the Sea*, which averaged a 13.7/21.

*Married's* 8:30 p.m. lead-in, *The Simpsons*, placed second in network competition with a 16.9/25, second only to the second half-hour of CBS's *Murder, She Wrote*, which averaged an

"By the Numbers" continues on page 16

### RATINGS ROUNDUP

Rank/rating □ Network □ Show

|    |   |         |   |                                |
|----|---|---------|---|--------------------------------|
| 1  | ▲ | 23.2/38 | N | <i>Cosby</i>                   |
| 2  |   | 22.6/35 | A | <i>Amer. Funniest Videos</i>   |
| 3  |   | 22.4/34 | A | <i>Roseanne</i>                |
| 4  | ▲ | 21.1/36 | C | <i>60 Minutes</i>              |
| 5  | ▲ | 20.8/34 | N | <i>A Different World</i>       |
| 6  | ▼ | 20.5/33 | N | <i>Cheers</i>                  |
| 7  | ▼ | 20.3/36 | N | <i>Golden Girls</i>            |
| 8  |   | 19.4/34 | N | <i>Empty Nest</i>              |
| 9  | ▼ | 19.3/29 | A | <i>Wonder Years</i>            |
| 10 | ▼ | 18.7/33 | N | <i>L.A. Law</i>                |
| 11 | ▲ | 18.0/28 | A | <i>Coach</i>                   |
| 12 | ▲ | 17.4/26 | C | <i>Murder, She Wrote</i>       |
| 13 | ▲ | 17.0/26 | F | <i>Married...With Children</i> |
| 14 | ▼ | 16.9/25 | F | <i>Simpsons</i>                |
| 14 | ▲ | 16.9/29 | N | <i>Unsolved Mysteries</i>      |
| 16 | ▼ | 16.6/26 | N | <i>Heat of the Night</i>       |
| 17 | ▲ | 16.5/25 | N | <i>Matlock</i>                 |
| 18 | ▲ | 16.3/27 | N | <i>Grand</i>                   |
| 19 | ▲ | 16.1/29 | A | <i>Full House</i>              |
| 20 | ▼ | 15.7/25 | A | <i>Who's the Boss?</i>         |
| 21 | ▲ | 15.0/30 | N | <i>Hunter</i>                  |
| 22 | ▲ | 14.9/24 | N | <i>Sunday Movie: Old Man</i>   |
| 23 | ▲ | 14.8/26 | A | <i>Family Matters</i>          |
| 24 | ▼ | 14.5/22 | C | <i>Murphy Brown</i>            |
| 25 | ▼ | 14.4/22 | C | <i>Designing Women</i>         |
| 25 | ▲ | 14.4/25 | A | <i>Perfect Strangers</i>       |
| 27 |   | 14.1/23 | A | <i>American Comedy Awards</i>  |
| 27 | ▼ | 14.1/24 | A | <i>Growing Pains</i>           |

Rank/rating □ Network □ Show

|    |   |         |   |                                      |
|----|---|---------|---|--------------------------------------|
| 29 | ▲ | 14.0/23 | N | <i>Night Court</i>                   |
| 30 | ▼ | 13.5/22 | A | <i>Doogie Howser, M.D.</i>           |
| 31 |   | 13.1/24 | N | <i>Family for Joe Special</i>        |
| 31 | ▲ | 13.1/24 | N | <i>ALF</i>                           |
| 31 | ▼ | 13.1/20 | N | <i>Hogan Family</i>                  |
| 31 | ▲ | 13.1/22 | A | <i>Just the 10 of Us</i>             |
| 31 | ▲ | 13.1/21 | A | <i>MacGyver</i>                      |
| 36 |   | 13.0/19 | A | <i>Doogie Howser, M.D. Special</i>   |
| 36 | ▼ | 13.0/22 | A | <i>Head of the Class</i>             |
| 36 | ▼ | 13.0/20 | C | <i>Rescue: 911</i>                   |
| 36 | ▲ | 13.0/23 | A | <i>thirtysomething</i>               |
| 40 |   | 12.6/22 | N | <i>Fri. Movie: Too Good</i>          |
| 40 | ▼ | 12.6/21 | C | <i>Newhart</i>                       |
| 42 | ▼ | 12.3/20 | N | <i>Monday Movie: Phantom, Pt.2</i>   |
| 43 | ▼ | 12.2/20 | C | <i>Major Dad</i>                     |
| 44 | ▼ | 12.1/20 | C | <i>Jake and the Fatman</i>           |
| 45 |   | 11.9/21 | N | <i>Midnight Caller</i>               |
| 45 | ▼ | 11.9/22 | A | <i>20/20</i>                         |
| 47 | ▼ | 11.4/19 | A | <i>Sun. Movie: Dangerous Mission</i> |
| 47 |   | 11.4/20 | C | <i>NCAA Basketball</i>               |
| 49 | ▼ | 11.3/18 | N | <i>My Two Dads</i>                   |
| 49 | ▲ | 11.3/18 | A | <i>Young Riders</i>                  |
| 51 | ▼ | 11.0/18 | C | <i>Sun. Movie: Com. Ground, Pt.1</i> |
| 52 | ▲ | 10.8/19 | N | <i>Baywatch</i>                      |
| 52 |   | 10.8/18 | A | <i>Father Dowling</i>                |

### Week 26 □ Mar. 19–Mar. 25

Rank/rating □ Network □ Show

|    |   |         |   |                                    |
|----|---|---------|---|------------------------------------|
| 54 | ▼ | 10.6/20 | A | <i>China Beach</i>                 |
| 55 | ▼ | 10.5/18 | A | <i>Anything But Love</i>           |
| 56 | ▼ | 10.4/17 | C | <i>Tuesday Movie: Suspect</i>      |
| 57 |   | 10.1/19 | N | <i>News Special: Hollywood</i>     |
| 58 | ▼ | 10.0/18 | C | <i>His &amp; Hers</i>              |
| 59 |   | 9.9/17  | C | <i>NCAA Basketball</i>             |
| 60 |   | 9.7/22  | C | <i>NCAA Basketball</i>             |
| 60 | ■ | 9.7/16  | C | <i>Sydney</i>                      |
| 62 |   | 9.5/16  | A | <i>A Life Goes On</i>              |
| 63 | ▼ | 9.4/15  | C | <i>City</i>                        |
| 64 | ■ | 9.3/16  | F | <i>Outsiders</i>                   |
| 64 |   | 9.3/18  | C | <i>Wiseguy</i>                     |
| 66 | ▲ | 8.9/16  | A | <i>Primetime Live</i>              |
| 67 | ▲ | 8.4/15  | C | <i>Paradise</i>                    |
| 68 | ▲ | 8.0/12  | F | <i>America's Most Wanted</i>       |
| 68 | ■ | 8.0/14  | C | <i>Normal Life</i>                 |
| 70 |   | 7.9/13  | N | <i>World of Disney: The Rescue</i> |
| 70 |   | 7.9/14  | C | <i>Tour of Duty</i>                |
| 72 |   | 7.8/18  | C | <i>NCAA Basketball</i>             |
| 73 | ▲ | 7.6/14  | F | <i>Totally Hidden Video</i>        |
| 74 | ▼ | 7.1/13  | F | <i>Cops</i>                        |
| 75 |   | 7.0/14  | C | <i>Sat. with Connie Chung</i>      |
| 76 | ▼ | 6.2/12  | A | <i>Mystery Movie: C. Cromwell</i>  |
| 77 | ▲ | 5.5/9   | F | <i>21 Jump Street</i>              |
| 78 | ▼ | 5.3/10  | A | <i>H.E.L.P.</i>                    |
| 79 | ▼ | 5.1/8   | F | <i>Alien Nation</i>                |
| 80 | ▲ | 5.0/8   | F | <i>Booker</i>                      |
| 81 | ▲ | 3.8/7   | F | <i>Reporters</i>                   |

#### Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast

Source: Nielsen Media Research

—No ranking change

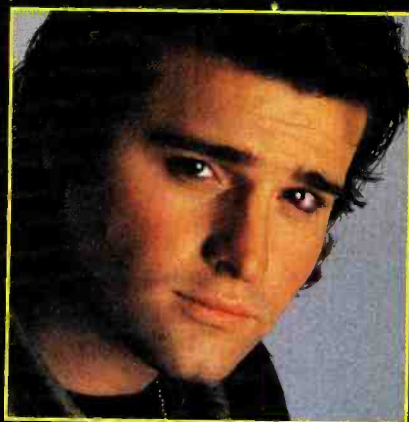
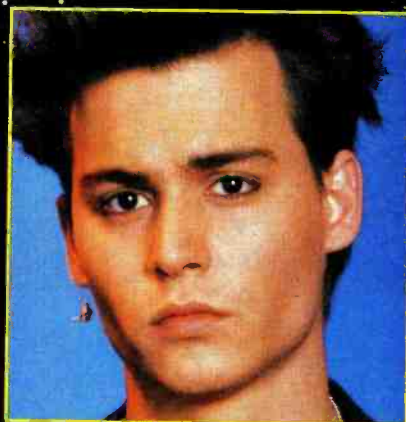
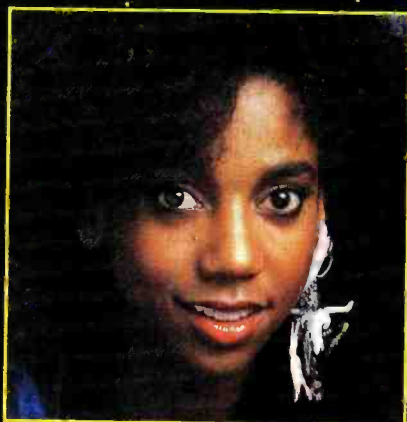
### FREEZE FRAMES: Syndication Scorecard \*

| Rank | Program (Syndicator)                   | Rtg  | Stns | Covg | Rank   | Program (Syndicator)                      | Rtg | Stns | Covg |
|------|--|------|------|------|--|---|-----|------|------|
| 1    | Wheel of Fortune, syn. (King World)    | 14.1 | 233  | 99   | 11   | Star Search (TPE)                         | 5.7 | 174  | 91   |
| 2    | Jeopardy! (King World)                 | 13.0 | 215  | 98   | 12   | Donahue (Multimedia)                      | 5.6 | 156  | 96   |
| 3    | Star Trek: Next Generation (Paramount) | 9.4  | 204  | 98   | 13   | Family Feud 2 (LBS)                       | 5.3 | 136  | 88   |
| 4    | Cosby Show (Viacom)                    | 9.0  | 192  | 96   | 13   | Mama's Family, syn. (Lorimar)             | 5.3 | 105  | 79   |
| 5    | Entertainment Tonight (Paramount)      | 8.6  | 206  | 93   | 15   | Hard Copy (Paramount)                     | 5.1 | 174  | 90   |
| 6    | Oprah Winfrey (King World)             | 8.5  | 235  | 98   | 15   | People's Court (Warner Bros. Domestic TV) | 5.1 | 119  | 91   |
| 7    | Current Affair (20th Century Fox TV)   | 8.2  | 213  | 98   | The following shows were rated, but not ranked |   |     |      |      |
| 8    | Wheel of Fortune, wknd. (King World)   | 6.4  | 177  | 96   |  | Wrestling Network                         | 6.7 | 173  | 93   |
| 9    | Geraldo (Paramount)                    | 5.9  | 223  | 99   |  | World Wrestling Federation (WWF)          | 9.1 | 245  | 97   |
| 10   | Univ. Pictures Debut Net.              | 5.8  | 190  | 95   |  |   |     |      |      |

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.





YOU MAY NOT  
KNOW THESE STARS...



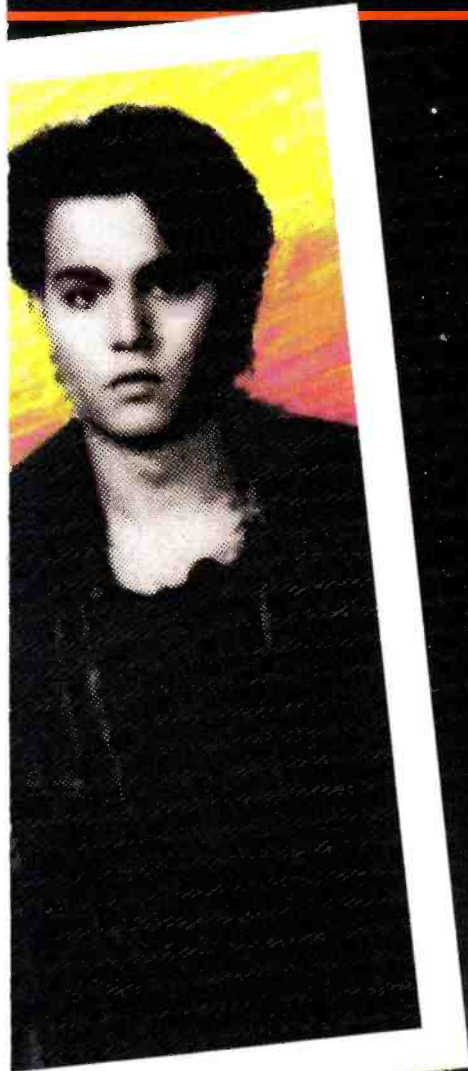
# YOUR AUDIENCE

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| ADVERTISER APPEAL INDEX |                  |                 |        |
|-------------------------|------------------|-----------------|--------|
| MARKET                  | HOUSEHOLD RATING | WM 18-49 RATING | INDEX* |
| NEW YORK                | 14               | 12              | 86     |
| LOS ANGELES             | 9                | 8               | 89     |
| CHICAGO                 | 6                | 6               | 100    |
| PHILADELPHIA            | 7                | 7               | 100    |
| AVG =                   | 9                | 8               | 89     |

\*W 18-49 vs. Household

Source: NSI Nov. 89

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**REET**



## BY THE NUMBERS 2

# Summary of Broadcasting & Cable

| BROADCASTING       |        |                   |                    |
|--------------------|--------|-------------------|--------------------|
| SERVICE            | ON AIR | CP's <sup>1</sup> | TOTAL <sup>*</sup> |
| Commercial AM      | 4,977  | 253               | 5,230              |
| Commercial FM      | 4,273  | 834               | 5,107              |
| Educational FM     | 1,424  | 270               | 1,694              |
| ■ Total Radio      | 10,674 | 1,357             | 12,031             |
| Commercial VHF TV  | 549    | 19                | 568                |
| Commercial UHF TV  | 550    | 186               | 736                |
| Educational VHF TV | 123    | 5                 | 128                |
| Educational UHF TV | 224    | 23                | 247                |
| ■ Total TV         | 1,446  | 233               | 1,679              |
| VHF LPTV           | 300    | 205               | 505                |
| UHF LPTV           | 457    | 1,508             | 1,965              |
| ■ Total LPTV       | 757    | 1,713             | 2,470              |
| FM translators     | 1,815  | 318               | 2,133              |
| VHF translators    | 2,722  | 125               | 2,847              |
| UHF translators    | 2,205  | 403               | 2,608              |

| CABLE†                 |            |
|------------------------|------------|
| Total subscribers      | 53,238,000 |
| Homes passed           | 73,900,000 |
| Total systems          | 9,500      |
| Household penetration† | 57.8%      |
| Pay cable penetration  | 29.4%      |

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

18.2/27

The debut of Fox's *The Outsiders* (a special 90-minute airing) at 9:30 p.m. fell more than 6 rating points off its *Married* lead-in in the first half-hour. The show was last in network competition over the full 90 minutes with an average 9/16.

CBS didn't fare any better with two new comedies it debuted Wednesday (March 21) from 8 p.m. to 9 p.m. *Normal Life* at 8 p.m. was last behind *Unsolved Mysteries* and *Growing Pains*. At 8:30 p.m., the network's other new comedy, *Sydney*, was a distant third behind the second half-hour of *Unsolved* and *Head of the Class*.

## MarketScope

The tide continued to go out on cable stocks last week as 10 of 11 fell lower despite a slight increase in the overall market as measured by the S&P 500. Among the losers were Jones Intercable, down 11%, TCA Cable TV, down 7%, and Cablevision Systems Corp. (CVC), down 10%. The latter MSO is expected to announce a revised credit agreement this week that will result in slightly higher interest rates and bank fees. The increased facility is said to also give participating banks partial syndication rights. Equipment stocks showed strong movement although not in the same direction. Zenith, jumped 19%, apparently reacting favorably to the FCC's decision to adopt "simulcast" technology as the preferred method of providing high-definition television. Meanwhile, General Instrument fell 12% for the week ending Wednesday. The Dow Jones wire cited concerns that cable operators, notably Tele-Communications Inc., would be cutting back on equipment purchases. Harris Corp. continued its recent move upward, hitting \$34, up 17% from four weeks ago. Stocks of group owners were mixed. Park Communications continued its rise and was up 14% over the past two weeks. News Corp. continued its recent slight rebound and increased 5% to 17%.

**Stock Index Notes:** T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

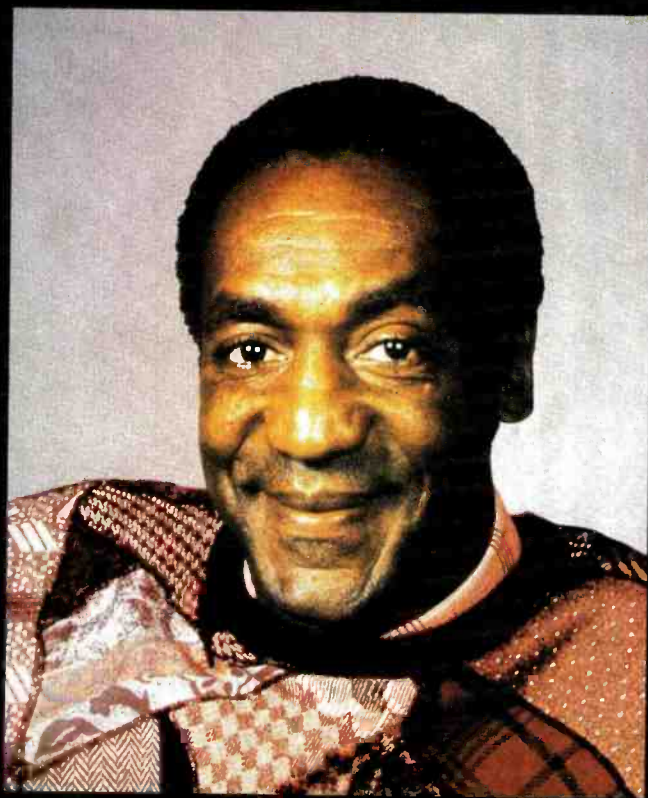


## STOCK INDEX 1

| BROADCASTING               |        |         |        |        |        |         |        |        |        | BROADCASTING WITH OTHER MAJOR INTERESTS |        |         |        |         |        |         |         |         |        |
|----------------------------|--------|---------|--------|--------|--------|---------|--------|--------|--------|---|--------|---------|--------|---------|--------|---------|---------|---------|--------|
| Closing                    |        | Closing |        | Net    |        | Percent |        | P/E    |        | Market Capitali-                        |        | Closing |        | Closing |        | Net     |         | Percent |        |
| Wed                        | Wed    | Wed     | Wed    | Change | Change | Ratio   | Ratio  | Ratio  | Ratio  | Ratio                                   | Ratio  | Wed     | Wed    | Wed     | Wed    | Change  | Change  | Ratio   | Ratio  |
| Mar 28                     | Mar 21 | Mar 28  | Mar 21 | Mar 28 | Mar 21 | Mar 28  | Mar 21 | Mar 28 | Mar 21 | Mar 28                                  | Mar 21 | Mar 28  | Mar 21 | Mar 28  | Mar 21 | Mar 28  | Mar 21  | Mar 28  | Mar 21 |
|                            |        |         |        |        |        |         |        |        |        |   |        |         |        |         |        |         |         |         |        |
| N (CCB) Capital Cities/ABC | 514    | 1/2     | 523    | 1/2    | - 9    | - 01.71 | 20     | 9,260  |        | N (BLC) A.H. Belo                       | 35     | 35      | 1/8    | -       | 1/8    | - 00.35 | 40      | 690     |        |
| N (CBS) CBS                | 175    | 1/4     | 174    | 1/4    | 1      | 00.57   | 16     | 4,144  |        | N (AFL) American Family                 | 15     | 1/8     | 15     |         | 1/8    | 00.83   | 14      | 1,228   |        |
| A (CCU) Clear Channel      | 13     | 7/8     | 13     | 3/4    | 1/8    | 00.90   | -115   | 54     |        | O (ACCMA) Assoc. Commun.                | 30     | 31      | 5/8    | - 1     | 5/8    | - 05.13 | -68     | 558     |        |
| O (JCR) Jacor Commun.      | 5      | 5       | 1/8    | -      | 1/8    | - 02.43 | -3     | 49     |        | N (CCN) Chris-Craft                     | 32     | 33      | 3/4    | - 1     | 3/4    | - 05.18 | 1       | 762     |        |
| O (LIN) LIN                | 80     | 1/2     | 83     | - 2    | 1/2    | - 03.01 | 43     | 4,149  |        | O (DUCO) Durham Corp.                   | 29     | 1/2     | 29     | 1/2     |        | 00.00   | 29      | 249     |        |
| O (OBCC) Olympia Broadcast |        | 1/8     | 1/8    |        |        | 00.00   |        |        |        | N (GCI) Gannett Co.                     | 40     | 39      | 3/4    | 1/4     |        | 00.62   | 16      | 6,455   |        |
| O (OSBN) Osborn Commun.    | 11     | 1/2     | 10     | 1/8    | 1 3/8  | 13.58   | -54    | 80     |        | O (GACC) Great Am. Comm.                | 7      | 7/8     | 7      | 5/8     | 1/4    | 03.27   | -2      | 278     |        |
| O (OCOMA) Outlet Commun.   | 19     | 1/4     | 19     | 1/4    |        | 00.00   | 12     | 126    |        | A (HTG) Heritage Media                  | 3      | 7/8     | 3      | 3/4     | 1/8    | 03.33   | -3      | 172     |        |
| A (PR) Price Commun.       | 4      | 7/8     | 4      | 7/8    |        | 00.00   | -3     | 44     |        | N (UP) Jefferson-Pilot                  | 39     | 1/2     | 39     | 1/4     | 1/4    | 00.63   | 11      | 1,485   |        |
| O (SAGB) Sage Broadcasting | 2      | 1/4     | 2      | 1/4    |        | 00.00   | -2     | 8      |        | N (LEE) Lee Enterprises                 | 27     | 5/8     | 27     | 1/2     | 1/8    | 00.45   | 15      | 674     |        |
| O (SCRIP) Scripps Howard   | 60     |         | 60     |        |        | 00.00   | 30     | 619    |        | N (LC) Liberty                          | 47     | 47      | 3/4    | -       | 3/4    | - 01.57 | 24      | 398     |        |
| O (SUNNC) SunGroup Inc.    | 1      | 1/2     | 1      | 1/4    | 1/4    |         | -2     | 3      |        | N (MHP) McGraw-Hill                     | 53     | 53      | 1/2    | -       | 1/2    | - 00.93 | 13      | 2,579   |        |
| O (TLMD) Telemundo         | 5      | 3/4     | 5      | 3/4    |        | 00.00   | -2     | 131    |        | A (MEGA) Media General                  | 28     | 3/4     | 29     | 1/2     | -      | 3/4     | - 02.54 | -151    | 741    |
| O (TVXGC) TVX Broadcast    | 5      | 1/4     | 5      |        | 1/4    | 05.00   |        | 38     |        | N (MDP) Meredith Corp.                  | 32     |         | 32     |         |        | 00.00   | 18      | 587     |        |
| O (UTV) United Television  | 33     | 1/4     | 33     |        | 1/4    | 00.75   | 5      | 362    |        | O (MMEDC) Multimedia                    | 80     | 1/2     | 79     | 1/2     | 1      | 01.25   | 27      | 810     |        |



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## STOCK INDEX 2

|                                | Market  |         |        |         |                |          |        |                              |        |         | Market  |         |        |         |                |          |     |  |  |  |
|--------------------------------|---------|---------|--------|---------|----------------|----------|--------|------------------------------|--------|---------|---------|---------|--------|---------|----------------|----------|-----|--|--|--|
|                                | Closing | Closing |        |         |                | Capital- |        |                              |        |         | Closing | Closing |        |         |                | Capital- |     |  |  |  |
|                                | Wed     | Wed     | Net    | Percent | P/E            | ization  |        |                              |        |         | Wed     | Wed     | Net    | Percent | P/E            | ization  |     |  |  |  |
|                                | Mar 28  | Mar 21  | Change | Change  | Ratio(000,000) |          |        |                              |        |         | Mar 28  | Mar 21  | Change | Change  | Ratio(000,000) |          |     |  |  |  |
| A (NYTA) New York Times        | 23 5/8  | 24 1/4  | -      | 5/8     | -02.57         | 13       | 1,842  | N (SAA) Saatchi & Saatchi    | 6 3/8  | 6 3/8   |         |         |        |         | 00.00          | -5       | 996 |  |  |  |
| N (NWS) News Corp. Ltd.        | 17 1/8  | 16 5/8  |        | 1/2     | 03.00          | 7        | 4,597  | O (TLMT) Telemation          | 2 1/2  | 2 1/2   |         |         |        |         | 00.00          | 5        | 11  |  |  |  |
| D (PARC) Park Commun.          | 22 1/4  | 20 7/8  | 1 3/8  |         | 06.58          | 24       | 460    | A (UNV) Unitel Video         | 10 1/4 | 9 3/4   |         |         | 1/2    | 05.12   | 16             | 21       |     |  |  |  |
| O (PLTZ) Pulitzer Publishing   | 27 1/4  | 27 1/4  |        |         | 00.00          | 13       | 285    |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (REL) Reliance Group Hold.   | 5 5/8   | 5 3/4   | -      | 1/8     | -02.17         | -7       | 419    |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| O (RTRSY) Reuters Ltd.         | 53 1/2  | 52      |        | 1 1/2   | 02.88          | 27       | 24,303 |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| O (STAUF) Stauffer Commun.     | 144     | 146     | -      | 2       | -01.40         | 49       | 146    |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (TMC) Times Mirror           | 34 1/2  | 36      | -      | 1 1/2   | -04.16         | 13       | 4,458  |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| O (TMCI) TM Communications     |         | 1/8     |        |         | 00.00          | -1       |        |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (TRB) Tribune                | 42 3/4  | 44 1/4  | -      | 1 1/2   | -03.38         | 14       | 3,019  | A (ATN) Acton Corp.          | 12 1/2 | 12 3/4  |         |         | 1/4    | -01.96  | 2              | 19       |     |  |  |  |
| A (TBSA) Turner Bcastg. 'A'    | 46 1/2  | 47 3/8  | -      | 7/8     | -01.84         | -60      | 2,305  | O (ATCMA) Am. TV & Comm.     | 32     | 33      | -       | 1       | -03.03 | 39      | 3,489          |          |     |  |  |  |
| A (TBSB) Turner Bcastg. 'B'    | 44 5/8  | 44 3/4  | -      | 1/8     | -00.27         | -57      | 1,195  | O (CTEX) C-Tec Corp.         | 17 1/2 | 17 3/4  | -       | 1/4     | -01.40 | 23      | 298            |          |     |  |  |  |
| A (WPOB) Washington Post       | 275     | 275     |        |         | 00.00          | 19       | 3,469  | A (CVC) Cablevision Sys. 'A' | 23 1/8 | 25 5/8  | -       | 2 1/2   | -09.75 | -3      | 511            |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | A (CTY) Century Comm.        | 8 1/8  | 8 5/8   | -       | 1/2     | -05.79 | -10     | 529            |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | O (CMCSA) Comcast            | 14     | 14      |         |         | 00.00  | -11     | 1,570          |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | A (FAL) Falcon Cable Systems | 15 7/8 | 16 1/4  | -       | 3/8     | -02.30 | -27     | 101            |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | O (JOIN) Jones Interconnect  | 8 3/8  | 9 3/8   | -       | 1       | -10.66 | -3      | 104            |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | N (KRI) Knight-Ridder        | 51 3/8 | 54 1/2  | -       | 3 1/8   | -05.73 | -11     | 2,661          |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | T (RCIA) Rogers Commun. 'A'  | 110    | 109     |         | 1       | 00.90  | -31     | 494            |          |     |  |  |  |
| O (ALLT) All American TV       | 3 3/8   | 3 3/8   |        |         | 00.00          | 4        |        | T (RCIB) Rogers Commun. 'B'  | 80 1/4 | 80 3/8  | -       | 0.13    | -00.20 | -23     | 1,084          |          |     |  |  |  |
| A (CLR) Color Systems          | 2 3/8   | 2 3/8   |        |         | 00.00          | -1       | 12     | O (TCAT) TCA Cable TV        | 12     | 12 7/8  | -       | 7/8     | -06.79 | 25      | 290            |          |     |  |  |  |
| O (DCPI) Dick Clark Prod.      | 5 7/8   | 6       | -      | 1/8     | -02.08         | 21       | 48     | O (TCOMA) Tele-Commun.       | 13 3/4 | 13 5/8  |         | 1/8     | 00.91  | -28     | 4,852          |          |     |  |  |  |
| N (DIS) Disney                 | 113 3/8 | 114 7/8 | -      | 1 1/2   | -01.30         | 22       | 15,254 | N (TWX) Time Warner          | 95 7/8 | 95 1/2  |         | 3/8     | 00.39  | 218     | 6,166          |          |     |  |  |  |
| O (FNNT) Financial News        | 7       | 7 1/8   | -      | 1/8     | -01.75         | 31       | 126    | O (UAECA) United Art. Ent. A | 13     | 13 3/4  | -       | 3/4     | -05.45 | -6      | 1,810          |          |     |  |  |  |
| A (FE) Fries Entertain.        | 2       | 2 1/8   | -      | 1/8     | -05.88         | -1       | 9      | O (UAEGB) United Art. Ent. B | 14     | 14 3/4  | -       | 3/4     | -05.08 | -7      | 934            |          |     |  |  |  |
| A (HHH) Heritage Entertain.    | 1 1/8   | 1 1/4   | -      | 1/8     | -10.00         | -1       | 8      | N (VIA) Viacom               | 50 3/4 | 52 3/8  | -       | 1 5/8   | -03.10 | 23      | 2,708          |          |     |  |  |  |
| A (HSN) Home Shopping Net.     | 6 7/8   | 7 1/4   | -      | 3/8     | -05.17         | 42       | 617    | N (WU) Western Union         | 9/16   | 25/32   | -       | 7/32    | -28.00 |         | 34             |          |     |  |  |  |
| N (KWP) King World             | 43 1/4  | 43 3/4  | -      | 1/2     | -01.14         | 14       | 1,092  |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| O (KREN) Kings Road Entertain. | 3/16    |         |        | 1/32    | 20.00          |          | 0      |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (MCA) MCA                    | 51 1/2  | 50 1/2  | 1      |         | 01.98          | 19       | 3,774  |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (MGMM) MGM UA Commun.        | 17 1/8  | 17 3/8  | -      | 1/4     | -01.43         | -11      | 873    |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| A (NNH) Nelson Holdings        | 8 7/8   | 9 1/4   | -      | 3/8     | -04.05         |          | 38     |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| O (NNET) Nostalgia Network     | 1 1/8   | 1 1/8   |        |         | 00.00          | -1       | 6      |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (OPC) Orion Pictures         | 22 5/8  | 21 1/2  | 1 1/8  |         | 05.23          | 27       | 407    |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (PCI) Paramount Commun.      | 44 1/2  | 45      | -      | 1/2     | -01.11         | 14       | 5,296  |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| N (PLA) Playboy Ent.           | 13 3/4  | 13 3/4  |        |         | 00.00          | -152     | 129    | N (MMM) 3M                   | 83 5/8 | 84 1/4  | -       | 5/8     | -00.74 | 15      | 18,732         |          |     |  |  |  |
| O (QNTQ) Qintex Ent.           | 1 1/4   | 1 1/4   |        |         | 00.00          |          | 26     | N (ARV) Arvin Industries     | 17     | 15 7/8  | 1 1/8   | 07.08   | 44     | 319     |                |          |     |  |  |  |
| O (QVCN) QVC Network           | 15 1/4  | 16 3/8  | -      | 1 1/8   | -06.87         | 32       | 153    | O (CCBL) C-Cor Electronics   | 11 1/2 | 11 3/4  | -       | 1/4     | -02.12 | 9       | 47             |          |     |  |  |  |
| D (RVCC) Reeves Commun.        | 6 3/4   | 6 3/4   |        |         | 00.00          | -6       | 85     | N (CHY) Chyron               | 2      | 1 7/8   |         | 1/8     | 06.66  | -14     | 22             |          |     |  |  |  |
| O (RPICA) Republic Pic. 'A'    | 8 1/4   | 8       |        | 1/4     | 03.12          | 91       | 35     | A (COH) Cohu                 | 9 5/8  | 9 5/8   |         |         | 00.00  | 6       | 18             |          |     |  |  |  |
| O (RPICB) Republic Pic. 'B'    | 7 3/4   | 7 3/4   |        |         | 00.00          | 86       | 33     | N (EKL) Eastman Kodak        | 39 1/8 | 39      |         | 1/8     | 00.32  | 14      | 12,692         |          |     |  |  |  |
| O (SP) Spelling Entertainment  | 10 5/8  | 10      |        | 5/8     | 06.25          | 28       | 351    | N (GRL) Gen. Instrument      | 31     | 35 1/4  | -       | 4 1/4   | -12.05 | 10      | 846            |          |     |  |  |  |
| O (JUKE) Videop Jukebox Net.   | 8 1/4   | 8 7/8   | -      | 5/8     | -07.04         | -25      | 77     | N (IGE) General Electric     | 64 7/8 | 64 1/8  |         | 3/4     | 01.16  | 15      | 58,536         |          |     |  |  |  |
| O (WONE) Westwood One          | 5 1/2   | 6       | -      | 1/2     | -08.33         | -3       | 79     | N (HRS) Harris Corp.         | 34     | 33      |         | 1       | 03.03  | 50      | 1,319          |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | N (MAI) M/A Com. Inc.        | 4 1/4  | 4 1/4   |         |         | 00.00  | 425     | 101            |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | N (IV) Mark IV Indus.        | 12 1/8 | 12 3/4  | -       | 5/8     | -04.90 | 2       | 178            |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | O (MATT) Matthews Equip.     | 115/16 | 1 15/16 |         |         | 00.00  | 96      | 11             |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | O (MCDY) Microdyne           | 311/16 | 3 5/8   |         | 1/16    | 01.72  | 40      | 15             |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | O (MCOM) Midwest Commun.     | 4 1/4  | 3 7/8   |         | 3/8     | 09.67  | 12      | 12             |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | N (MOT) Motorola             | 67 1/8 | 68 1/8  | -       | 1       | -01.46 | 17      | 8,740          |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | N (OAK) Oak Industries       | 1      | 1       |         |         | 00.00  | -33     | 82             |          |     |  |  |  |
|                                |         |         |        |         |                |          |        | A (PPI) Pico Products        | 1 3/8  | 1 1/4   |         | 1/8     | 10.00  |         | 4              |          |     |  |  |  |
| O (ACRP) Andrews Group         | 3 5/8   | 3 5/8   |        |         | 00.00          | -2       | 33     | N (SFA) Sci-Atlanta          | 22 1/2 | 22 7/8  | -       | 3/8     | -01.63 | 13      | 515            |          |     |  |  |  |
| O (BSIM) Burnip & Sims         | 14 1/2  | 14      |        | 1/2     | 03.57          | 19       | 182    | N (SNE) Sony Corp.           | 52 1/4 | 48 1/4  | 4       |         | 08.29  | 23      | 14,766         |          |     |  |  |  |
| N (CQ) Comsat                  | 32 3/4  | 33 3/8  | -      | 5/8     | -01.87         | 9        | 545    | N (TEK) Tektronix            | 13 1/2 | 13 3/8  |         | 1/8     | 00.93  | 150     | 390            |          |     |  |  |  |
| N (DNB) Dun & Bradstreet       | 45 3/8  | 46 3/4  | -      | 1 3/8   | -02.94         | 14       | 8,483  | N (VAR) Varian Assoc.        | 25 3/8 | 25 3/8  |         |         | 00.00  | 16      | 511            |          |     |  |  |  |
| N (FCB) Foote Cone & B.        | 29 1/2  | 29 1/4  |        | 1/4     | 00.85          | 20       | 252    | O (WGMR) Wegener             | 1 7/8  | 2       | -       | 1/8     | -06.25 | 9       | 11             |          |     |  |  |  |
| O (GREY) Grey Advertising      | 147     | 160     | -      | 13      | -08.12         | 13       | 168    | N (WX) Westinghouse          | 76 1/4 | 75 1/8  | 1 1/8   |         | 01.49  | 12      | 11,075         |          |     |  |  |  |
| O (IDBX) IDB Communications    | 9       | 9 1/4   | -      | 1/4     | -02.70         | 450      | 44     | N (ZE) Zenith                | 11 1/2 | 9 5/8   | 1 7/8   |         | 19.48  | -11     | 301            |          |     |  |  |  |
| N (IPG) Interpublic Group      | 32 3/4  | 33      | -      | 1/4     | -00.75         | 16       | 1,130  |                              |        |         |         |         |        |         |                |          |     |  |  |  |
| O (OMCM) Omnicom Group         | 23 5/8  | 23      |        | 5/8     | 02.71          | 13       | 619    | Standard & Poor's 400        | 396.81 |         |         | 394.23  |        | 2.58    | 00.00          |          |     |  |  |  |





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# Datebook

■ indicates new listing or changed item.

## This week

**March 31-April 3**—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

**April 1-3**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

**April 1-4**—*Association of National Advertisers* business to business marketing communications conference. Biltmore hotel, Coral Gables, Fla. Information: (212) 697-5950.

**April 2**—*Association of Maximum Service Telecasters* engineering breakfast, during NAB convention. Marquis ballroom, Marriott Marquis, Atlanta. Information: (202) 462-4351.

**April 2-4**—*Advertising Research Foundation* annual conference and exposition. Speakers include: CBS's Connie Chung, Young & Rubicam President Peter Georgescu, and Ted Turner of Turner Broadcasting System. New York Hilton. Information: (212) 840-1661.

**April 3**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's Restaurant, Los Angeles. Information: (213) 652-0222.

■ **April 3**—"Liberating European Communications: Towards a Global Media Industry," seminar sponsored by *Columbia Business School, Center for Telecommunications and Information Studies*. Uris Hall, Columbia Business School, New York. Information: (212) 854-2747.

**April 3-4**—Broadband/Sonet conference: "The Platform for Next-Generation Networks," sponsored by *Telecommunications Reports*. Washington. Information: (800) 822-6338.

sored by *Telecommunications Reports*. Washington. Information: (800) 822-6338.

■ **April 4**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ralph Baruch, founder and former chairman, Viacom International, on "The Financial Interest/Prime Time Access Rule—It Ain't Broke; Don't Fix It." Copacabana, New York. Information: (212) 768-7050.

**April 4**—Deadline for entries in 42nd Annual Prime Time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, for entries aired June 1, 1989, through April 4, 1990. Information: ATAS, (818) 763-2975.

**April 4**—"Speaking with Power," presentation skills workshop sponsored by *American Association of Advertising Agencies*. Hyatt Regency hotel, Chicago. Information: (212) 682-2500.

**April 5**—20th annual Matrix Awards luncheon, sponsored by *New York Women in Communications*. Keynote speaker: Deborah Norville, co-anchor, NBC's *Today*. Waldorf-Astoria, New York. Information: (212) 532-3669.

**April 5**—"Careers in Broadcast Television: Good Morning America," seminar sponsored by *Center for Communication*, featuring Charles Gibson, host of *GMA*. Center, New York. Information: (212) 836-3050.

■ **April 5**—"Salute to Excellence in Journalism," banquet sponsored by *National Association of Black Journalists*. J.W. Marriott, Washington. Information: (703) 648-1270.

**April 5-8**—Tenth annual Health Reporting Conference, sponsored by *American Medical Association, division of television, radio and film services*. Westin hotel, Tabor Center, Denver. Information: (312) 645-5484.

**April 5-9**—Annual public radio conference, coordinated by *National Public Radio*. Sheraton Washington hotel, Washington. Information: 822-2090.

**April 6**—"Winning New Business: Strategies That Sell Your Agency," professional development seminar sponsored by *American Association of Advertising Agencies*. Cincinnati hotel, Cincinnati. Information: (212) 682-2500.

**April 6**—Deadline for entries in Awards for the Advancement of Learning through Broadcasting, sponsored by *National Education Association*, designed to "encourage broadcasters to focus on the pursuit of excellence." Information: (202) 822-7484.

**April 6-7**—*Society of Professional Journalists, region six*, conference. Panels and workshops on covering Indian treaty rights, stress, personal ethics in the newsroom, RSI/Carpal Tunnel Syndrome, open records update and balancing home and career. St. Paul hotel, St. Paul, Minn. Information: Lucy Daiglish, (612) 228-5490.

**April 6-7**—"Covering the Outrageous," conference of *Society of Professional Journalists, region nine*. Panels and workshops on covering radical fringe groups, sex, child abuse, spousal assault, rape and abortion. Warwick hotel, Denver. Information: Walt Cooper, (303) 939-6430.

**April 6-7**—*Society of Professional Journalists, region 12*, conference. Speakers: Murray Baron, president, Accuracy in Media; DeWayne Wickham, past president, National Association of Black Journalists, and Bill Clinton, governor of Arkansas. Little Rock Hilton Inn, Little Rock, Ark. Information: Dennis Schick, (501) 374-1500.

■ **April 6-8**—*AP Television-Radio Association of California-Nevada* 38th annual convention and

## Major Meetings

**March 31-April 3**—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**April 1-3**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

**April 5-9**—Annual public radio conference, coordinated by *National Public Radio*. Sheraton Washington hotel, Washington. Information: 822-2090.

**April 18-20**—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

**April 20-25**—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**May 17-20**—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

**May 20-23**—*National Cable Television Association* annual convention. Convention Center, Atlanta.

**June 3-6**—*NBC-TV* annual affiliates meeting. Washington.

**June 9-12**—*American Advertising Federation* national conference, featuring presentation of Addy Awards. Marriott Pavilion, St. Louis.

**June 10-13**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

**June 11-14**—*ABC-TV* annual affiliates meeting. Los Angeles.

**June 17-21**—The 1990 PBS meeting, sponsored by *Public Broadcasting Service*. Loews Anatole, Dallas.

**June 19-22**—*National Association of Broadcasters* summer board meeting. NAB, Washington.

**June 26-29**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**July 15-18**—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

**Sept. 12-15**—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Convention Center, Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

**Sept. 16-18**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

**Sept. 21-25**—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

**Sept. 24-27**—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

**Sept. 25-27**—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 4-7**—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-

225-8183.

**Oct. 11-15**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**Oct. 13-17**—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

**Oct. 21-24**—*Association of National Advertisers* annual convention. Ritz-Carlton hotel, Naples, Fla.

**Oct. 30-Nov. 4**—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

**Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Dallas.

**Nov. 28-30**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 7-10, 1991**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

**Jan. 14-18, 1991**—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Feb. 1-2, 1991**—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.



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awards banquet, including seminars on ethics, radio and TV writing and tape editing. Doubletree Inn, Ventura, Calif. Information: Rachel Ambrose, (213) 746-1200.

**April 7—Virginia UPI Radio-Television News Directors Association** region 13 conference. Speaker: Virginia Governor Doug Wilder. Virginia Beach. Information: Georgeann Herbert, (804) 446-2711.

## Also in April

**April 9**—Deadline for comments on the domestic telecommunications infrastructure to *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

**April 9—Pittsburgh Communications Foundation** eighth annual media month luncheon. Speaker: Carole Simpson, ABC News correspondent and anchor. Vista International hotel, Pittsburgh. Information: (412) 244-4528.

**April 12—Federal Communications Bar Association** luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

■ **April 12—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Caroline Jones, founder and president, Caroline Jones Advertising, on "Targeting Minorities: Racism? or Right?" Copacabana, New York. Information: (212) 768-7050.

**April 12**—Regional cable sports panel, sponsored by *International Radio and Television Society sports division*. Mark Goodson Theater, New York. Information: (212) 867-6650.

**April 12-13**—"Newsroom Technology: The Next Generation," technology studies seminar for media professionals sponsored by *Gannett Center for Media Studies*. Gannett Center, New York. Information: (212) 280-8392.

**April 13-14**—12th annual Black College Radio Convention, sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 13-14**—*National Association of Hispanic Journalists* job fair, during NAHJ eighth annual conference and expo. San Francisco. Information: (202) 783-6228.

■ **April 13-14**—Fourth annual Heart of America Media Conference, sponsored by *United Minority Media Association*, affiliate of National Black Media Association. Allis Plaza hotel, Kansas City, Mo. Information: (816) 444-0926.

**April 15**—Deadline for entries in awards contest for diplomatic correspondence, consumer journalism, newsletter journalism, Washington correspondence and regional reporting, sponsored by *National Press Foundation*. Information: (202) 662-7523.

**April 16**—Deadline for applications for *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals. Information: Deborah Colky, (312) 922-7424.

**April 16-19**—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

**April 17**—Second annual "Upfront '90" conference, sponsored by *Advertiser Syndicated Television Association*, offering advertisers and their agencies look at new fall first-run programming. New York Hilton, New York. Information: (212) 210-0716.

**April 17**—"Scoop or Snoop? The Press and Private Lives," one in American Forum series sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

**April 17**—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

■ **April 17**—Third annual Hollywood Cable Forum luncheon, "Basic Cable Programming in the 90's: How Will It Be Financed?" sponsored by *Southern California Cable Association* and *National Academy of Cable Programming*. Speakers: David Salzman, Lorimar Television; David Kenin, USA Network; David Keefe, Continental Cablevision of Southern California, and president, SCCA, and Jack McQueen, FCB/Telecom. Regent Beverly Wilshire hotel, Los Angeles. Information: Kathy Delkos, (213) 398-2553.

**April 18**—*New Jersey Broadcasters Association* semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

**April 18**—Digital audio production demonstration by New England Digital, sponsored by *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

■ **April 18**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William G. Moll, vice president-general manager, WNBC-TV New York, on "Forecasting the Future of Channel 4: Blue Skies or Cloudy Days and Stormy Nights." Copacabana, New York. Information: (212) 768-7050.

■ **April 18**—*Broadcast Pioneers of America, Washington chapter*, reception for new FCC Commissioner Ervin Duggan. National Association of Broadcasters headquarters, Washington. Information: (202) 828-5720.

**April 18-19**—*Center for Communications* seminar, "Doing the Right Thing: Minorities in the Com-

munications Industries." Center, New York. Information: Lisa Weaver, (212) 836-3050.

**April 18-20**—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (708) 296-0200.

**April 18-20**—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

**April 18-20**—*Indiana Broadcasters Association* spring conference. Holiday Inn, Terre Haute, Ind. Information: (317) 638-1332.

**April 18-21**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

**April 18-22**—*Religious Communication Congress* "once-a-decade international/interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

**April 19**—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

**April 19-20**—*C-SPAN "Capitol Experience"* seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

**April 19-20**—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

**April 19-21**—*New Mexico Broadcasters Association* annual convention. Ramada Classic hotel Albuquerque, N.M. Information: (505) 299-6908.

**April 20**—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Chicago. Information: (213) 282-8801.

■ **April 20**—Deadline for reply comments in *National Telecommunications and Information Administration* study on use and management of radio frequency spectrum. Information: (202) 377-1551.

**April 20-21**—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

**April 20-21**—*Radio-Television News Directors Association* region six conference. Speakers include Douglas Edwards, formerly of CBS News and Bob Priddy, past RTNDA chairman. Holiday Inn on the Lake, Lake of the Ozarks, Mo. Information: Nan Siemer, (314) 449-4141.

**April 20-21**—*Florida Associated Press Broadcasters* 42nd annual meeting and awards luncheon. Airport Holiday Inn, Orlando, Fla. Information: Chris MacGill, (305) 594-5825.

**April 20-22**—"Urban Poverty in the 1990's," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation* and *Los Angeles Times*. Los Angeles Midtown Hilton, Los Angeles. Information: (213) 851-7372.

**April 20-25**—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**April 21**—*Radio-Television News Directors Association* region two conference. Speakers include RTNDA President David Bartlett. Los Angeles. Information: Bill Yeager, (213) 462-6053.

**April 21**—13th annual Great Lakes Radio Conference. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-7173.

**April 21**—"Press Problems of the 90's: A Project Watchdog Debate," sponsored by *Society of Professional Journalists, Washington chapter*, and *National Press Foundation*. National Press Club Washington. Information: Phil Robbins, (202) 994-6225.

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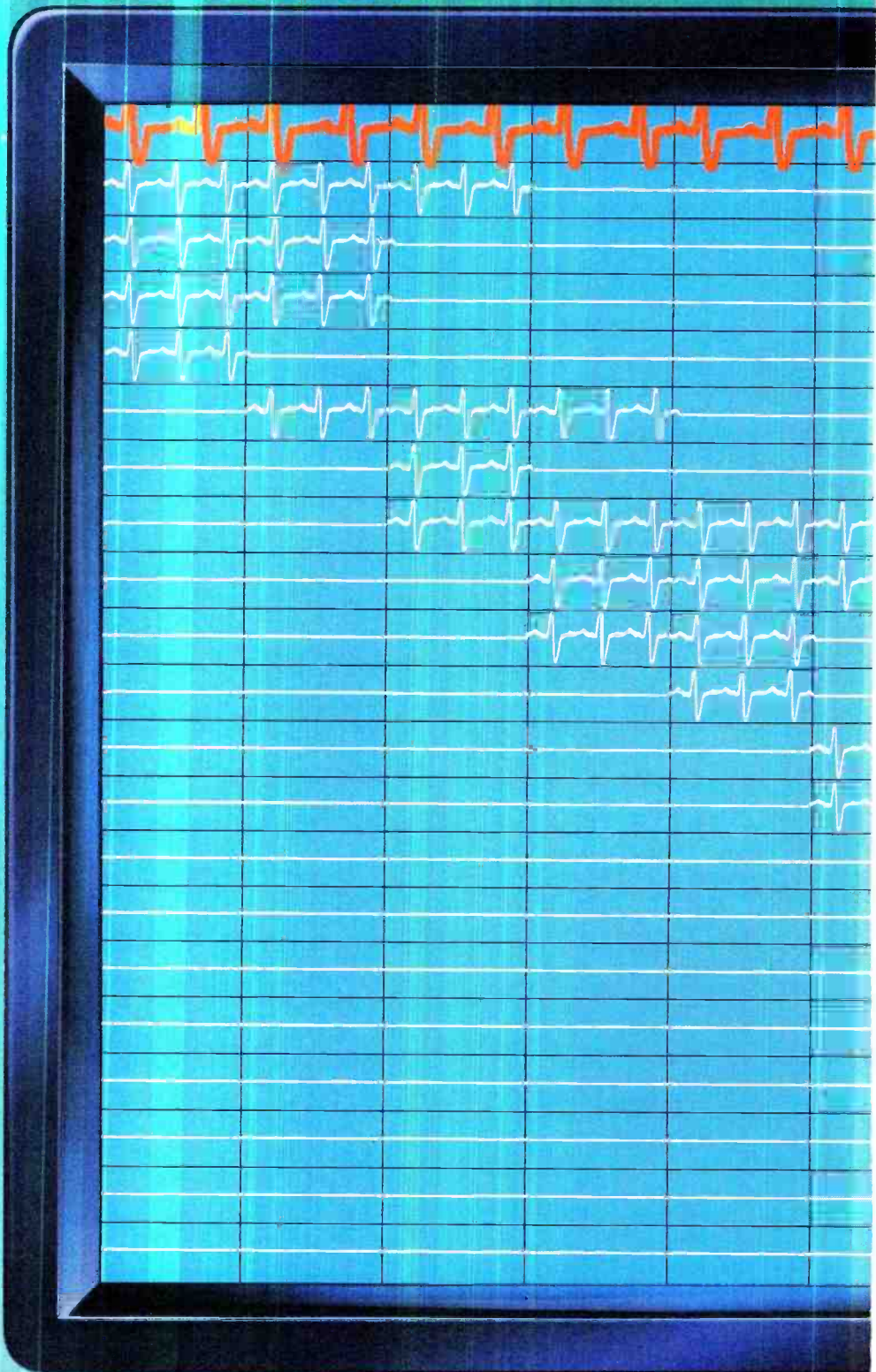




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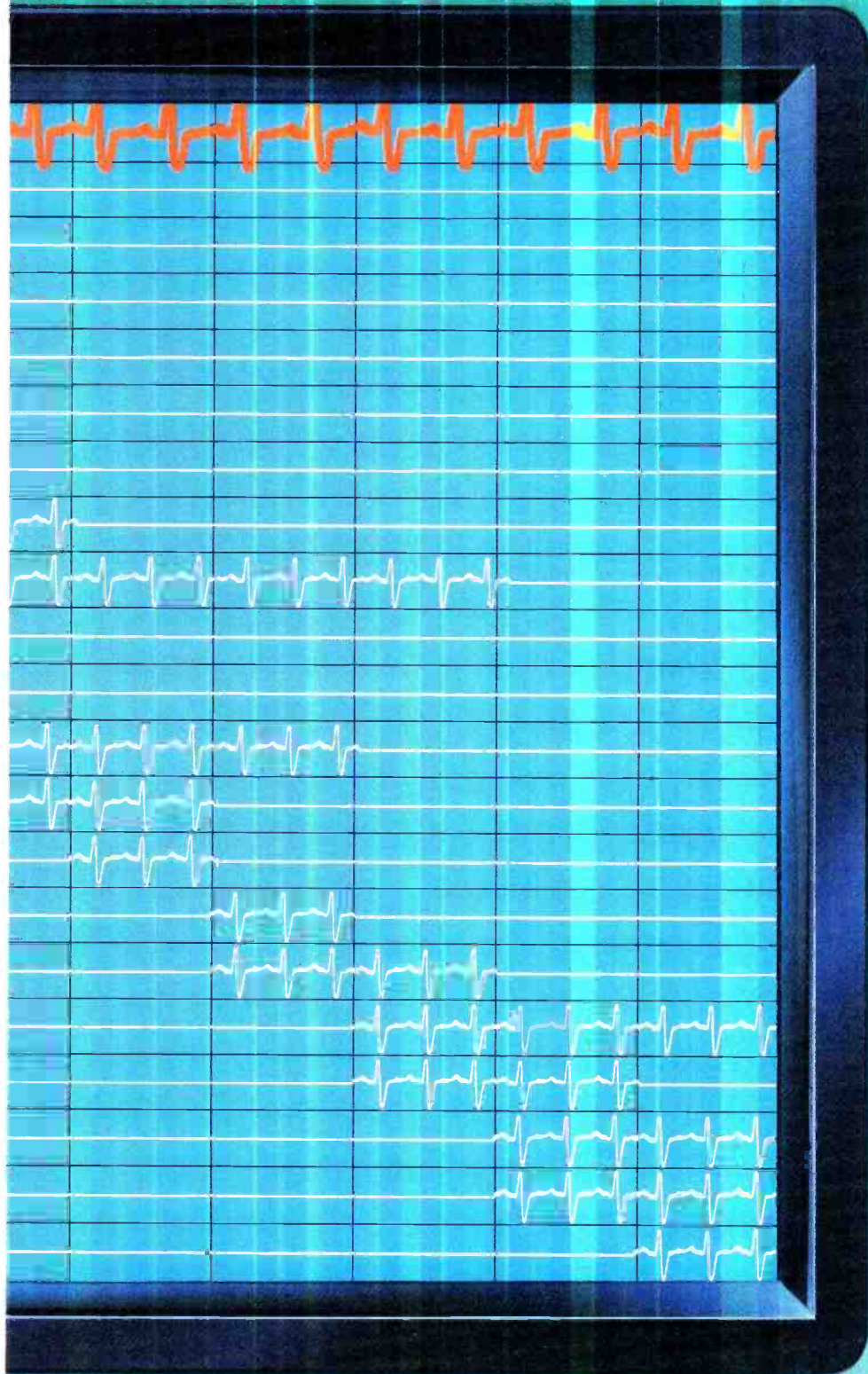
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**April 21**—Communications Day, sponsored by *Washington chapter of American Women in Radio and Television*. Biznet Studio, Chamber of Commerce, Washington. Information: Lisa Tate, (202) 662-7460.

**April 22-25**—First national pay-per-view convention, sponsored by *Cable Television Administration and Marketing Society*. Theme: "Creating the Reality." Hilton, Walt Disney World Village, Orlando, Fla. Information: (703) 549-4200.

**April 23**—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Dallas. Information: (213) 282-8801.

**April 23**—*Royal Television Society* Alistair Cooke inaugural lecture, to be delivered by Robert McNeil, of *McNeil-Lehrer NewsHour*, on "The Made-for-TV World." Cooper Union Great Hall, New York. Information: (212) 603-6565.

**April 24**—"Innovation in Telecommunications: Is It Working?" Marconi Fellowship symposium sponsored by *Smithsonian Institution*. National Museum of American History, Carmichael Auditorium, Washington. Information: (718) 260-3280.

**April 24**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, featuring BCT/E testing. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

**April 24-25**—*Ohio Association of Broadcasters* spring convention. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

**April 25**—*International Radio and Television Society* newsmaker luncheon. Panelists: Paul Tagliabue, commissioner, National Football League; Francis Vincent Jr., commissioner, Major League Baseball; David Stern, commissioner, National Basketball Association. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 25**—"Keeping Secrets: Justice on Trial," conference sponsored by *Society of Professional*

*Journalists and Association of Trial Lawyers of America*. Westin hotel, Washington. Information: Marsha Hahn, (312) 922-7424.

**April 25-26**—"Cable Insights," technical seminar for non-technical cable personnel co-sponsored by *General Instrument's Jerrold Communications and Cable Television Administration and Marketing Society*. Loews Anatole, Dallas. Information: (215) 674-4800.

**April 26**—"Program Promotion/How Are We Doing at Promoting Ourselves?" sponsored by *Cable Television Administration and Marketing Soci-*

*ety, New York City chapter*. Warner auditorium, Rockefeller Center, New York.

■ **April 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ian G. Rae, vice president-news director, WNYW(TV) New York, and executive vice president, news, Fox Television Stations, on "1456 Hours of News Per Year...and Growing." Copacabana, New York. Information: (212) 768-7050.

**April 26-27**—Manufacturing futures conference,

"Datebook" continues on page 120.



## Let the people decide

**EDITOR:** In your March 19 "Monday Memo," University of Maryland Professor Timothy Brennan highlighted an important point that is lost in the current debate over cable TV regulation: since cable TV subscribers pay for programing, they need and deserve a voice in deciding what programing is carried by their local cable TV system.

One of the reasons I introduced H.R. 2363, the Cable Television Consumer Protection Act, in this Congress was to give cable subscribers that voice. My bill would permit local franchising authorities, made up of elected local officials or their appointed representatives, to require cable systems

to carry any or all local broadcast TV stations and the available games of their local pro sports teams. In this way, the program preferences of local cable subscribers would be heard loud and clear. The choice would be a simple one: local cable TV systems could ignore their subscribers' viewing preferences at the peril of losing their franchises.

Current efforts to gore the cable TV industry's ox through legislation unfortunately could damage one of the Cable Act's most important goals: to guarantee as many TV programing choices as possible for all our citizens. If my approach was law, local subscribers could resolve disputes over the programing to be carried on their cable systems quickly, directly and without interference from the federal government.—*Norman F. Lent, ranking Republican member, Committee on Energy and Commerce, Washington.*



## ADVICE AND DISSENT

They're contentious and contagious. They're the McLaughlin Group. (clockwise from left) Jack Germond, Eleanor Clift, John McLaughlin, Fred Barnes, Morton Kondracke, and Pat Buchanan.

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## Electronic data proposal

**EDITOR:** Hot-Net [a system that links buyers and sellers of media time via PC's from New Canaan, Conn.-based Info-Edge Inc.] has been fighting an uphill battle for some time now. What's strange is the functional result of the Hot-Net concept is the same result many of those opposed to Hot-Net want to achieve. Broadcasters and agencies are struggling to lower the costs of buying and selling spot time; computer technology could be the key if teamwork and collective resourcing were applied to the problem.

Anything new requires "chutzpah," or in this case, perhaps what's needed is for the industry to form a "MIITSA"—a Media Industry Information Technology Strategic Alliance. Like the Television Bureau of Advertising, the Cable Advertising Bureau, the Station Representatives Association and the Broadcast Ratings Council, MIITSA's time has come. A MIITSA alliance composed of sales, engineering, agency, client, rep, hardware and software vendors would aid the spot broadcast industry in building and managing an efficient and effective EDI (Electronic Data Interchange) link. MIITSA could assure spot TV profitable survival while infusing the business with a new sense of vitality.—*Joe Harris, director, information technology, NBC TV Stations, New York.*



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**...Scott Davis**

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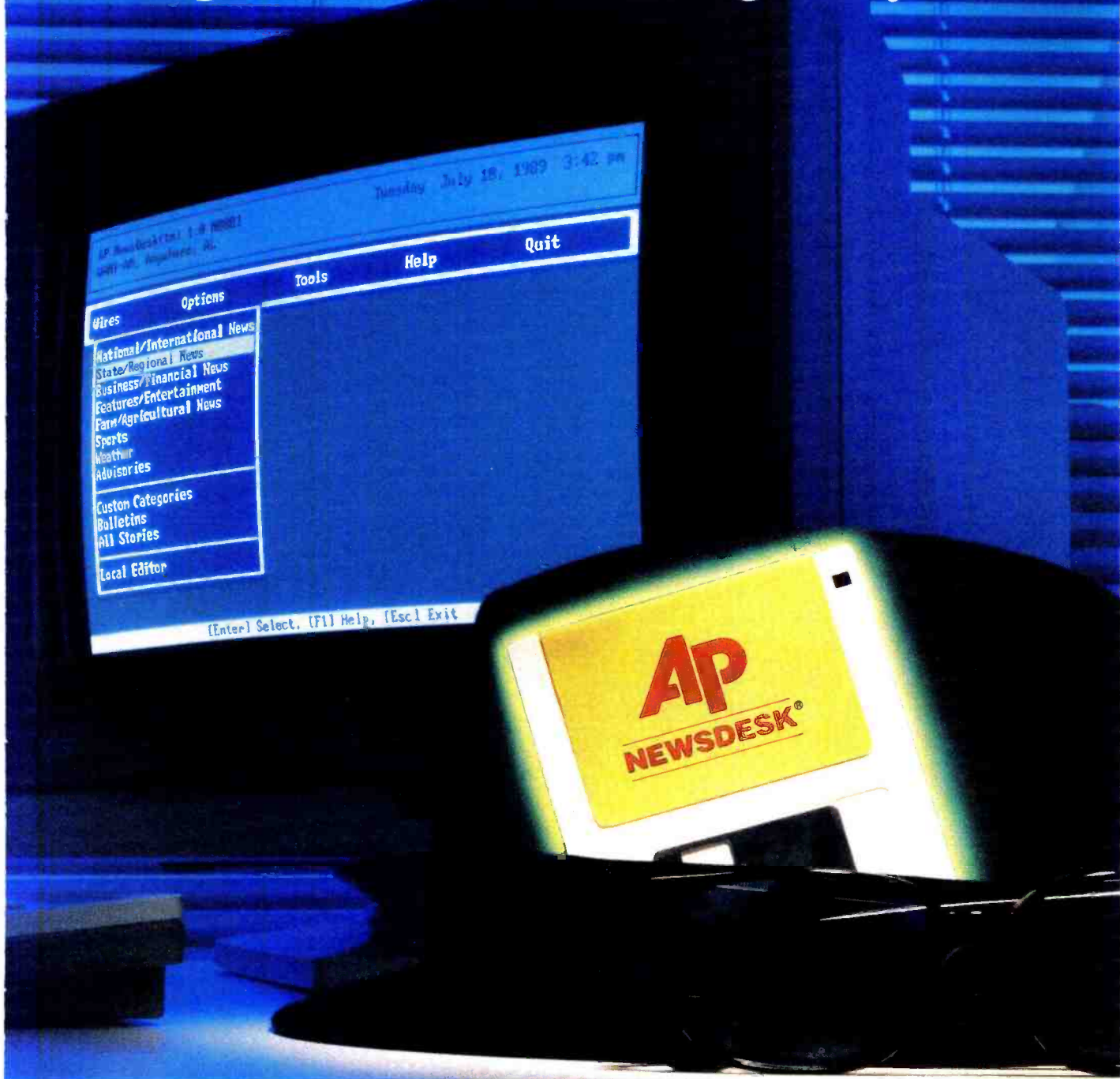
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## Bad connection

EDITOR: This is in regard to the March 5 article "Stations hanging up on party lines." We applaud your coverage of the shake out among the unscrupulous 900 number users who have damaged the beginning of what will become a very important new communications medium.

Stations should reject all advertising that negatively impacts on their audience, particularly children.

You also should be aware that the business of 900 interactive telephone has yet to emerge. The market for legitimate news coverage and virtually every other targeted kind of audio programming imaginable is already becoming a key part of the landscape. "900" is simply a medium just like radio, television or cable, and the use of this pipeline will be driven by both the market for such services and the basic good instincts of audiences.

In 1990 we predict that, yes, stations will hang up on the sleazy 900 services and get on board a variety of impactful and profitable 900 services. Why not forge a stronger link to your audience and provide new kinds of information services? 900 interactive can do that.—*Henry Kavett, president, The Independent Group of Companies Inc., Union, N.J.*

## Thank-you note

EDITOR: I think we'd all agree that if, once or twice, in the formation of our careers we'd had the chance to meet an honest-to-goodness

mentor we'd consider ourselves blessed.

In the early 1970's George Moynihan gave me entrance to the halls of Group W. He also gave me several hours of very expensive education. His time.

What's unusual about our meetings was that he had no idea who I was. In fact, I was a student who pulled his name from the BROADCASTING YEARBOOK. I called his office at Group W to ask for an appointment. He (and I'm assuming his secretary was out) answered his phone.

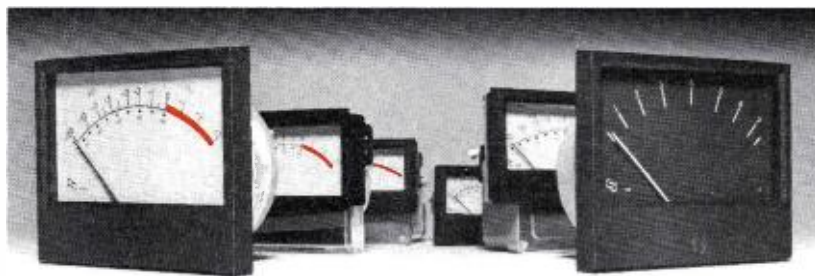
I explained to George that I wanted to work for Group W Radio. There was a brief pause and George said: "Thursday, 2 o'clock." There was no discussion of qualifications nor did he ask what I'd done.

We met. We met a second time. He told me that I wasn't ready for his organization. However, he gave instructions, goals, a strategy for career planning—and a kindness which I'll never forget.

It's impossible that George Moynihan would remember me. It's also impossible that I would ever forget him. I've never worked for Group W. However, George's insight into the possibilities available for a youngster with some level of persistence has always been a guiding light—more than that, a benchmark by which every young man or woman could benefit.

I'm now 39 years old. I'm successful in the entertainment industry. I write, I produce, I direct. I've wanted to say this for quite a number of years: "Thank you, George. You inspired me."

Now that you're a consultant—continue to.—*Stephen Brockelman, Dallas.*



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# Where Things Stand

■ Solid box indicates item has changed since last issue.

## AM-FM Allocations

■ Next big issue before FCC is how to divvy up expanded AM band (1605 khz to 1705 khz), which becomes available for use July 1.

Number of interests—noncommercial broadcasters, minorities and daytimers—are jockeying for preferential treatment when FCC begins parceling out channels in new band. Proposal to award channels on national rather than local basis—carryover from administration of former FCC Chairman Dennis Patrick—has garnered little or no support.

Meanwhile, House Telecommunications Subcommittee is expected to look closely at AM improvement legislation. Bill was introduced last year by Rep. Matthew Rinaldo (R-N.J.) that deals with expanded band and receiver standards. National Association of Broadcasters endorses bill; Electronic Industries Association opposes it.

In hopes of curtailing adjacent-channel interference and improving technical quality of AM radio, FCC voted April 12, 1989, to require AM broadcasters to adhere—starting June 30, 1990—to industry-developed NRSC-2 standard limiting emissions, with those adhering to NRSC-1 input standard by June 30 to be considered in compliance with NRSC-2 until June 30, 1994. However, it is estimated that up to 20% of AM stations will not have made conversion to either standard by deadline this summer. Those found not in compliance after deadline will be compelled to convert to more expensive NRSC-2 standard immediately and may be subject to fines for out-of-band emissions.

FCC is also making changes on FM side. At July 13, 1989, open meeting, it doubled maximum allowable power of Class A FM stations, but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 600 stations were able to increase power as of Dec. 1, 1989, but it is not clear how many of 1,500 other Class A's will. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

## Cable Regulation

■ Senate Commerce Committee leaders have authorized staff to release draft on cable reregulation that will serve as basis of any bill that eventually passes committee.

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Hearing was slated last week on staff draft (see "Top of the Week"). It is considered serious blow to cable industry and is viewed as even greater threat to its stability than major reregulation bill that Senator John Danforth (R-Mo.) introduced last year that would restore city authority to set cable rates, limit cable system ownership and force cable programmers to sell their product to noncable distributors. National Association of Broadcasters and Association of Independent Television Stations are backing Danforth (BROADCASTING, Nov. 20, 1989) and favor must-carry provisions in staff draft.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is also promising to move cable reregulation bill. And House Commerce Committee Chairman John Dingell (D-Mich.) has lashed out at cable industry for poor customer service and high rates. Dingell has also stated interest in reregulating cable.

Operating on parallel track, FCC Chairman Alfred Sikes has taken series of initiatives aimed at bringing competition to cable or, in alternative, reregulating it. Among other things, it is conducting rulemaking that will determine how many cable systems are subject to "effective competition" and, thus, may not be subject to municipal rate regulation.

## Children's Television

■ Senate Commerce Committee adopted children's TV bill over broadcaster objections (BROADCASTING, Oct. 9, 1989). Bill requires broadcasters to air educational and informational programming "specifically designed" for pre-school and school age children as condition of license renewal. However, broadcasters have been talking with Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) about compromise.

mise.

National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive version identical to bill pending in House. But if NAB and networks can cut deal with Inouye compromise, measure is likely to sail through Senate. Inouye hopes to move bill this spring. Measure that would establish \$10 million endowment for children's programming was adopted by full Senate Aug. 4, 1989.

## Comparative Licensing

Reversing controversial decision of previous administration, FCC unanimously rejected settlement of comparative hearing for FM in Marco, Fla., in which third party had bought out original applicants. Allowing such "white knight" activity, said commission, encourages sham applications and disservices public interest.

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30, 1989, meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after initial decisions, it limited such payments to "legitimate and prudent expenses." It limited payments for withdrawal of petitions to deny.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

In separate proceeding, FCC is considering revamping "renewal expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

## Compulsory License

■ FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable program services.

Meanwhile, National Association of Broadcasters board has approved idea of charging cable systems retransmission fee for carriage of local signals (BROADCASTING, Jan 22). NAB hopes to have concept embodied in cable reregulation Senate considers. It has been suggested that cable operators would turn over some of their basic cable

revenues as payment for retransmitting local signals. Instead of repealing compulsory license, broadcasters are recommending amending retransmission consent provisions of Communications Act and applying them to cable.

## Crossownership

■ **Telco-cable**—Legislation is pending—Al Gore (D-Tenn.) introduced bill in Senate; Rick Boucher (D-Va.) in House—that would repeal the ban in 1984 Cable Act against telcos offering cable and other video services in their telephone service areas. However, prospects are dim for passage this year.

FCC tentatively voted 2-1 in July 1988 to recommend Congress lift ban against telephone companies owning cable systems in their telephone service areas. Since then, however, composition of FCC has changed. As result, issue will get fresh review.

FCC's new chairman, Alfred Sikes, says he has open mind on issue. But National Telecommunications and Information Administration, while under Sikes's direction, recommended that telcos continue to be prohibited from offering their own video services, but be permitted to carry services of others, which would not have to obtain municipal franchises (BROADCASTING, June 20, 1988).

Another barrier to seven Bell regional operating companies' entry into cable is modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable. Legislation has been introduced in the House and Senate that would allow such entry, but no action is anticipated in present Congress.

■ **Duopoly, one-to-a-market**—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers of one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." It has granted several waivers.

■ **Broadcast-newspaper**—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

## Direct Broadcast Satellites

■ Powerful consortium of NBC, Cablevision Systems, Rupert Murdoch and Hughes Communications is planning to launch by 1994 high-power direct broadcast satellite system to deliver up to 108 channels of programming to subscribers with small—12 inches-by-18 inches—flat plate antennas, one-tenth size of current average backyard dish.

Smaller, more affordable dishes would theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Sky Cable, as service is being called, brings new life to DBS medium and, despite disclaimers of principals, threatens to bring additional competition to broadcasting and cable, although latter has been invited to participate in equipment distribution and billing.

Announcement of Sky Cable boosts plans of United States Satellite Broadcasting, subsidiary of Hubbard Broadcasting, which is only other DBS permittee with equity partner (Nationwide Communications and its parent, Nationwide Insurance) and plans late 1992 launch. USSB has applied for five remaining available channels at same orbital position with Sky Cable. FCC granted all but 22 available DBS channels (32 at each of eight orbital positions) to Hughes, USSB and six other companies, including several equipment manufacturers and several startup companies with no other broadcast interests. Twenty-two channels have been reserved for Tele-Communications Inc.-controlled Tempo Satellite, with grant pending petition to deny.

If nothing else, Sky Cable would compete with group of cable operators—K Prime Partners—which is planning to launch 10-channel medium-power (one-meter dishes) satellite broadcasting service later this year and step up to full-blown DBS by middle of decade. K Prime, which includes Tele-Communications Inc., would likely step up to system planned by TCI's Tempo. However, Commission continues to review Media Access Project argument that antitrust conviction of TCI disqualifies Tempo as applicant to operate high-power satellite designed to broadcast services directly to viewers' small home antennas.

Tempo issue is high on agenda, along with review of documentation that permittees are acting in good faith to build and launch their proposed satellites, said distribution services branch chief Stuart Bedell. Pleading cycle is also over for industry comments on use of spectrum for services other than direct-to-home TV. That inquiry was launched to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

## High-Definition TV

■ During March 21 meeting of FCC's advisory committee on advanced television service, FCC Chairman Alfred Sikes announced that commission intends to set HDTV terrestrial transmission standard in second quarter of 1993. First priority will be to approve simulcast HDTV system, although Sikes did not rule out consideration of enhanced-definition television (EDTV) proposals.

To reach FCC's target date, new timetable calls for start-up systems lab testing by late 1990, with completion of advisory committee's duties by Sept. 30, 1992. Start-up of

testing of HDTV and EDTV transmission systems by Advanced Television Test Center (ATTC) facility in Alexandria, Va., was originally scheduled to begin in May 1990. New test start-up date, which will probably land in October 1990, is expected to be set in mid-April by advisory committee chairman, Richard Wiley.

Member countries of CCIR Study Group 11 have tentatively agreed on colorimetry and transfer characteristics for HDTV production systems, as world community works toward world "common image" format in which all parameters of system are agreed upon except for field rate. Parts of colorimetry and transfer agreements were not unanimous at last Study Group 11 meeting. They must be agreed upon by all countries before meeting of full CCIR in Düsseldorf, West Germany, in May, or the agreement will be voided. Special meeting of Study Group 11 was to have been in Atlanta last week before start of NAB convention to finalize agreement.

## Home Satellite

Following congressionally ordered inquiry into alleged price discrimination by satellite carriers against noncable-affiliated distributors, FCC at end of 1989 found no unfair disparities among rates paid by competing home dish program distributors. However, commission said inquiry raised "more disturbing questions" about disparities between rates charged to home dish distributors and cable operators. Therefore, it said, further inquiry about those disparities would be issued.

Giving shot in arm to struggling home satellite industry, 100th Congress in 1988 passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners.

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of some 2.5 million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into price discrimination and into syndicated exclusivity rules for broadcast signals delivered via satellite.

General Instrument has begun replacing its de facto industry standard video signal descrambler Videocipher II with what it claims is more secure Videocipher II Plus equipment. Compatible with VC-II, new Plus unit is key element—along with growing number of criminal and civil actions—in battle against signal theft. Cable programmers' reluctance to support growth of backyard dish market has been attributed to widespread use of altered VC-II's to receive signals without paying subscription fees. However, 1989 saw programmers expand home satellite sales efforts and express increasing confidence in "anti-piracy" efforts.

## Indecency

FCC has received little help in building record supporting 24-hour-day ban on broad-



cast indecency in proceeding launched for that purpose. Of those filing comments, only three parties—Bonneville International, American Family Association and Morality in Media—supported total ban. Other than Salt Lake City-based group broadcaster Bonneville, media companies opposed ban.

FCC adopted 24-hour ban in December 1988 as required by law pushed through Congress by Senator Jesse Helms (R-N.C.). But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups. On Jan. 23, U.S. Court of Appeals in Washington granted request by coalition for stay of 24-hour ban (BROADCASTING, Jan. 30, 1989). FCC is conducting hearing on ban on remand from court.

U.S. Court of Appeals in Washington has affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience.

Based on that ruling, FCC has been taking industry actions against stations for programming aired during day. Since last August, FCC has fined six stations and sent letters of inquiry to another six that could lead to fines. Of those, six have been fined—heaviest amounted to \$10,000—and remaining six have received inquiry letters that could lead to fines.

FCC has also cleared backlog of indecency complaints. That meant, in addition to taking action on 12 complaints, dismissing 95 others.

Sikes has called on broadcasters to reestablish voluntary programming code. National Association of Broadcasters board rejected idea of code but says it has not completely dismissed idea (BROADCASTING, Jan. 22).

House and Senate conference on TV violence bill has yet to occur. Bill would create antitrust exemption allowing industry to get together to draft programming code. Senate version, however, targets violent, sexually explicit and drug-related programming. House Judiciary Committee Chairman Jack Brooks (D-Tex.) is committed to keeping measure free from issues other than violence. It is unknown if Senate will insist that House accept sex- and drug-related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

### **International**

■ NBC has formed joint venture with Britain's Yorkshire Television to produce long-form and series programming in Europe. London-based Tango Productions plans to develop as many as 10 TV movies per year and will be run by NBC executive Tom Gabbay. Rival network Capital Cities/ABC has taken minority interest in French TV company Hamster Productions. Company had already taken similar minority stakes in Spanish TV-film producer Tesaro and Munich TV company Tele-Munchen and also owns 25%—through ESPN—of London-based satellite sports service, Screensport.

Japanese film and video distribution firm GaGa Communications has purchased 58% stake in Los Angeles-based TV/video distributor, Fox/Lorber Associates, from Prism Entertainment Corp.

Two West German direct broadcast pay TV services will merge, following agreement between planned Bertelsmann-Canal Plus venture and already launched service of Germany's Kirch Group. Bertelsmann will be lead partner, with 50% in Premiere channel offering films, sports and events, to launch spring 1991.

British Parliament is finalizing details of media reregulation bill that affects virtually all areas of UK industry. Most controversial aspect is plan to auction regional commercial TV franchises to highest bidder. Bill would also allow new fifth national TV channel, three national radio networks and possibly 200-300 local radio stations, along with new local TV franchises using either microwave or cable transmission.

London's Thames Television has bought Los Angeles-based producer Reeves Communications Corp. for \$89 million. Reeves President Merrill Grant has agreed to stay with newly merged company.

Chase Enterprises of Hartford, Conn., will construct and operate cable television system in Poland in joint venture with Polish government. Initial investment in project is estimated at \$270 million, eventually rising to \$900 million.

Paramount has taken 49% stake in Britain's Zenith Productions, making studio first of Hollywood's majors to partner with European-based production company. Paramount bought share from Europe's leading TV service company, Carlton Communications, for an estimated \$15 million-\$20 million.

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch last month. Studio expects similar deals in second Scandinavian country soon and third within year.

### **Land Mobile**

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems.

During April 17, 1989, meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in near future.

### **Mergers and Acquisitions**

■ Kirk Kerkorian, majority stockholder and CEO of MGM/UA has reached "definitive agreement" to sell studio to Paris-based Pathe' Communications, headed by Italian financier Giancarlo Parretti for \$1.2 billion. Under terms of transition, Pathe' will issue

tender offer of \$20 per share to acquire close to 60 million shares of MGM/UA's outstanding common and preferred stock. Parretti made first of four monthly payments of \$50 million March 9, but Pathe' spokesman says entire transaction may be completed as early as April 30. Pathe' apparently has secured a majority of needed financing from American banks, with smaller minority funding coming from foreign investment interests. As added insurance, MGM/UA also stipulated that it will receive up to \$75 million in security payments from three recently completed Pathe' films ("Quigley Down Under," "Russia House," and "Fires Within").

Chyron Corp. and Midwest Communications Corp. cancelled plans for merger. Deal had been agreed upon in principle late last year, subject to negotiation of definitive agreement, its approval by boards of directors of both companies. Two companies failed to come to agreement during those negotiations. Midwest, which is largest distributor of Chyron's graphics and effects equipment, will continue to deal with Chyron in that role.

### **Must Carry**

■ Prospects of broadcaster-cable agreement on must carry seem slim to none. Broadcaster endorsement of major cable reregulation bill has soured relations between two industries. Furthermore, broadcasters' interest in must carry is now overshadowed by "if carry/must pay" initiative to make cable pay for retransmission of local broadcast signals (See "Top of the Week").

### **Network Rules**

■ FCC has said it will move to revamp controversial financial interest and syndication rules unless Hollywood producers and broadcast networks can reach compromise through private negotiations by June 14.

It has also made clear that it prefers industries' settling on new rules, warning that neither side can count on getting better deal from agency than it can from private negotiations.

Prospects for fruitful negotiations are not good, as meeting among principals in office of FCC Chairman Alfred Sikes two weeks ago generated more ill will than goodwill.

FCC interest in fin-syn rules was triggered by Fox Broadcasting Co. Fourth network in late January asked FCC not only to relax rules, but also to exempt it from rules until it approaches parity with three major networks. It has also asked for waiver of rules while FCC conducts rulemaking.

Rules now effectively cap Fox schedule at 15 hours per week—point at which networks must comply with rules, which prohibit common ownership of broadcast network and syndication business. Fox is major syndicator.

Although at war over fin-syn rules, major networks and Hollywood production community are one in opposing exemption for

*Continues on page 122*

# Monday Memo

An FCC and indecency commentary by Diane S. Killory, Morrison & Foerster, Washington

It's time for broadcasters to face reality. Enforcement against indecent broadcasts is here to stay.

Like it or not, the FCC, with strong support from Congress, is taking its responsibility to enforce the law seriously—and the courts have upheld its authority to do so. So broadcasters might as well begin figuring out how to avoid trouble while maintaining creative freedom.

Although nighttime enforcement remains in question pending completion of an ongoing FCC inquiry, there is no doubt that indecent broadcasts are prohibited during the daytime—which the FCC has defined as 6 a.m. to 8 p.m.

What does this mean for broadcasters? It means that now is the time to establish internal program policies and review procedures to avoid trouble down the road, especially when that trouble can cost up to \$250,000 in fines or loss of license. Every broadcaster airing programming involving sexually explicit material, the use of expletives, or the appearance of 'shock jocks' should fashion guidelines that retain flexibility while complying with the governing legal standard. The resulting guidelines should, at a minimum, be in full force between 6 a.m. and 8 p.m.

Broadcasters should also keep abreast of all FCC decisions regarding what is and is not indecent. This ever-expanding body of decisions can help broadcasters figure out how to avoid enforcement proceedings. While it may be somewhat time-consuming to review the continuing FCC decisions in this area, it is the only way to keep fully informed as to the most current developments. Knowing, for example, that the FCC dismissed a complaint against "Porky's Revenge" can help you know what is safe, but only if you know whether and how that movie was edited for television.

After reviewing all of the commission's most recent enforcement actions in the indecency area, including dismissals, I offer—with somewhat weary eyes and ears—some general thoughts on the factors to be considered in steering clear of FCC enforcement action. More detailed guidelines, tailored to a particular broadcaster's programming, should be developed on an individual basis.

The starting point for any broadcaster must be the FCC's basic definition of indecency. The FCC will consider a broadcast indecent if it contains material that, in context, depicts or describes sexual or excretory organs or activities in a patently offensive manner.

Thus, the threshold requirement for possible enforcement action is that the material depict or describe sexual or excretory organs or activities. Unless sex or excretion is involved, the material is not legally indecent, regardless of how offensive it might



**“If the FCC thinks your intention is to titillate or pander to your audience's carnal desires, beware.”**

be. As for expletives, they too can be indecent only if their derivation is sexual or excretory. Simple enough.

Now for the hard part. Once the threshold requirement is met, the critical question is whether an average viewer or listener would find the material patently offensive. Most broadcasters, by virtue of the fact that they are in the business of attracting viewers, rather than offending them, will have a general, instinctive sense of what is patently offensive. Where the potential stakes are so high, however, it may be desirable to augment those instincts with legal analysis.

In determining whether material is "patently offensive," it must be kept in mind that the FCC's paramount concern in this area is protecting children from potentially harmful material. So, a broadcaster's first step in determining whether questionable material is patently offensive should be to evaluate its potential impact on children.

In making this determination, it is critically important to distinguish between the subject matter and the manner in which that subject matter is being depicted. The FCC may not take action against a broadcast simply because the subject matter is offensive; it is only the manner of depiction that may form the basis of an indecency violation.

The commission's dismissal of a complaint against a television broadcast of a high school sex education class demonstrates the importance of the subject matter/manner distinction. The broadcast—obviously aimed at young people—involved an open and frank discussion of sexual issues,

complete with a demonstration of various contraceptive devices using models of sexual organs. The fact that the concept of teaching sex education to teenagers (the subject matter) may have offended some viewers was of no consequence. To the contrary, the commission's legal interest was in the manner in which the material was presented. In this case the FCC found no indecency violation because the manner in which the program dealt with sexual issues was not offensive.

As the televised sex education class case illustrates, the commission—in evaluating whether the manner of presentation is patently offensive—will consider the context of that presentation. Thus, presenting the issue of incest in a made-for-television movie such as *Something About Amelia* is far less likely to be found indecent than presenting it in the form of a shock jock's crude joke. (Just such a crude joke—about a man "doing [his sister] doggie style"—is the subject of a pending FCC case. One key component of context is the purpose of including particular material. If the FCC thinks your intention is to titillate or pander to your audience's carnal desires, beware. For example, the commission has taken enough actions against shock jocks to put this whole genre on alert. If, on the other hand, your purpose is to provide genuinely newsworthy information, you will be safe. FCC Chairman Sikes acknowledged as much when he recently exhorted broadcasters to include, in their news coverage of the FCC's recent crackdown on indecent programming, the offending material itself.

The context of a program will determine the commission's tolerance level for both the explicitness of sexual detail and the repetitiveness of the material in question. Similarly, the commission is likely to tolerate more expletives in a program like *All Things Considered* than in another context. *All Things Considered* survived a complaint. Still, the commission will be concerned with concentrated or repetitive barages of expletives or sex, which are more likely to be considered an "attractive nuisance" to children who are randomly turning the dial. Stay away from these unless the context can justify it.

Complying with the restrictions on indecent broadcasts is complicated but by no means impossible. Even for those broadcasters who believe that the FCC's stepped-up enforcement efforts will not directly affect them, a few internal review procedures will help ensure that they do not unwittingly stumble into trouble. And for those broadcasters looking to program closer to the line, detailed guidelines should be developed to keep their programming on the right side of that line.

Nothing but trouble is gained by leaving it to guesswork.





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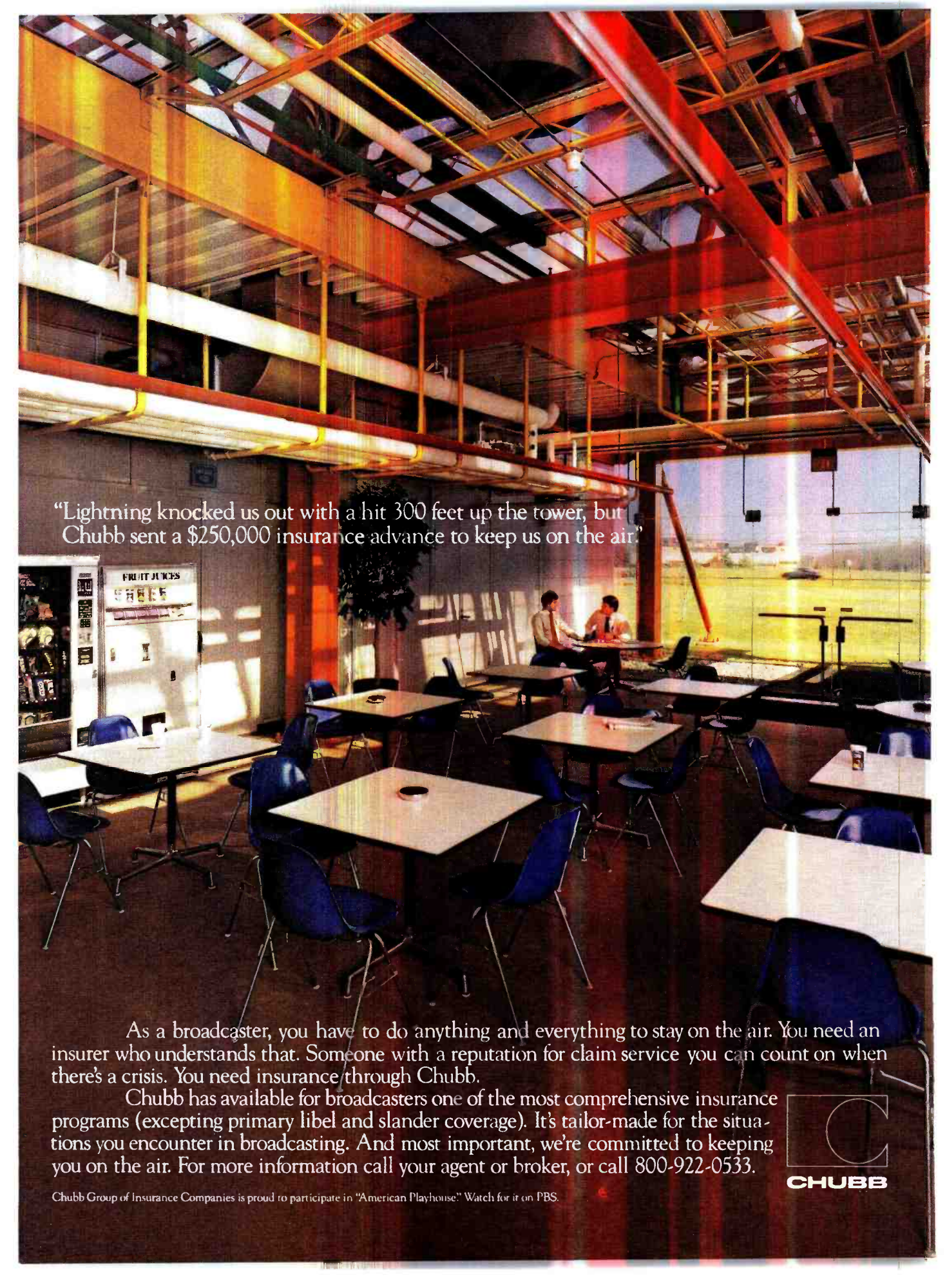
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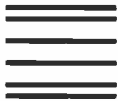


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NAB President Jim Mooney

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demand the same location on which they  
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The retransmission fees would be deter-  
mined by the FCC and divided among  
copyright owners (20%) and local stations  
and networks (80%). The funds would be  
proportioned according to viewing share al-  
though public stations will receive twice  
their percentage. According to NAB, inde-  
pendents would receive a portion equal to  
their ratings. Networks would get a portion  
equal to two-thirds of the ratings of network  
programs, and affiliates would receive an  
amount equal to the sum of their ratings for  
nonnetwork programs plus one-third of the  
ratings of the network programs they air.

Broadcasters may face an uphill fight in  
trying to move a must pay bill. FCC Chair-  
man Al Sikes has called it "wrongheaded"  
and the Motion Picture Association of  
America and cable oppose the concept. Yet  
another hurdle facing the legislation is the  
NCTA-public TV deal on must carry (see  
page 117). Public stations have knocked the  
must pay concept, and furthermore, House  
Energy and Commerce Committee Chair-  
man John Dingell's (D-Mich.) introduction  
of the NCTA-National Association of Pub-  
lic Television Stations agreement as legisla-  
tion puts added pressure on NAB to reach  
its own accommodation with cable on must  
carry.

Amos Hostetter, chairman of Continental

### THE WEEK'

egel, CBS's  
ar. Page 44.

Dingell

carry/fin-syn fray.

Page 46.

□ A snapshot of the FCC commis-  
sioners' views on six major issues  
affecting broadcasting and cable.  
Page 48.

□ TV Marti takes to the airwaves.  
Page 50.

on cable. The Association of Independent  
Television Stations is also backing the ini-  
tiative. Their game plan is to attach the  
measure to any cable reregulation bill that  
moves through the Senate.

During the hearing, National Cable Tele-  
vision Association President James Mooney  
called the proposal "brutally anticon-  
sumer." He said consumers will have to

*Continues on page 45.*

## The inside-outside world of CBS's Jay Kriegel

**If broadcasters succeed in winning must pay, Larry Tisch's right-hand man will get major credit; he's become a major force in company, in industry and in Washington**

It was fitting that Jay Kriegel was in the witness chair last Thursday (see page 43) to make broadcasting's case for must pay ("if carry/shall pay" is how he prefers it). The insider's insider at CBS is a factor to be reckoned with on the outside, too, as more and more industry and Washington observers can testify.

Jay Kriegel likes being in the thick of it, and is. In either business or politics, Kriegel is listening, talking and analyzing 15, 18, 20 hours a day. Much of the time he inhabits the airplanes connecting New York, Washington and Hollywood, as he did last week.

Rather than aging him prematurely, Kriegel's perpetual motion and enthusiasm seem to have preserved a youthful gait and voice belied only by grey-specked hair and a range of contacts and context resulting only from long experience.

He does not mind that others attribute his clout at CBS, said to exceed that of everyone but CEO Laurence Tisch, to a personal relationship to the Tisch family, which controls 25% of the company's stock. In fact he welcomes the characterization: "What you are describing is the way I like it, and the way I think I can function best.... I have known the family going back for 20 years and am here because of that relationship.... I work for Larry and my primary function is to support Larry in whatever the priorities of the company are."

How well does Jay Kriegel know Larry Tisch? In March 1987 the *New York Times* carried a story that, in so many words, called Tisch a liar after he denied ordering a budget cut for the news division. Tisch soon met with Kriegel, then still not a CBS employee, and John Scanlon, the public relations heavyweight brought in by CBS at Kriegel's suggestion.

"Larry was stunned," said Scanlon. "Here was a guy who had been immensely successful as a trader and in running a corporation [Loews]...but it was a corporation that no one really was interested in.... All of a sudden he's running CBS and the press are all over 'Black Rock' like Sovietologists over the Kremlin. He was...being rather defensive, saying: 'I think everything is fine and people are working well.' Jay looked across the table and said 'Larry you're out of your ---- mind.... If you walk over to the news division they will attack.'" Scanlon reflected: "There are very few people from whom Larry will take that kind of talk."

So even before he had a title at CBS, Kriegel "largely fashioned," Scanlon said, a strategy so that Tisch would only speak in "controlled environments," such as before the NAB convention later that spring.

Even now most of those outside CBS and

some inside couldn't tell you what Kriegel's title is (senior vice president), and most would prefer another moniker, such as "minister without portfolio," "consigliere," or "Tisch's troubleshooter." Close ties to Tisch have invested in Kriegel the ability to intervene in any area of the company he chooses, another assertion he chooses not to deflect.

Since the CBS Inc. of today consists of little else except \$3 billion parked in securities under the exclusive eye of Tisch and the CBS Broadcast Group (CBG) it is not surprising that Kriegel is constantly active



CBS's Jay Kriegel in Washington last week

in network and station affairs. He spends less than half his time on his major policy responsibility, riding herd on the financial interest and syndication issue.

One Kriegel skill employed at CBS since his formal arrival in January of 1988 has been in personnel matters, such as scouting out executive talent. For instance, Barbara Corday has let it be known that it was Kriegel and former Tisch assistant Steve Warner who were the first executives to contact her about becoming executive vice president of prime time programs in mid-1988. It is also widely assumed that Kriegel was directly involved in bringing longtime political acquaintance David Burke aboard as president of CBS News, and in the recent handwringing over whether to reinstate *60 Minutes* personality Andy Rooney.

Kriegel's constant networking and political interests have made affiliate relations another area to which he is naturally drawn. In the recent CBS battle to retain KFMB-TV San Diego, he was part of the war council that ultimately prevailed but did not accompany CBG President Howard Stringer and Tony Malara, president, CBS affiliate relations, out to San Diego.

Kriegel, in fact, is rarely involved in direct negotiations, which are handled by the "line" executives responsible, a pre-

rogative to which Kriegel tries to be sensitive. Some would also add that Kriegel is too smart a political "operative" not to let others wear the mantle of authority. "He is very much a 'mister inside' who likes and is well served by laboring in obscurity," said one observer. More glibly put, one observer noted, "Jay doesn't leave many tracks."

In the CBS bid to obtain Olympics television rights, Kriegel's role appears to have been limited to asking probing questions of the five or six CBS sports executives directly involved in negotiating and then providing counsel to Tisch and Stringer in the "inner sanctum." Neither International Olympic Committee negotiator Dick Pound nor consultant Barry Frank could place Kriegel's name.

While Kriegel is often talking—the typical Jay Kriegel anecdote has him juggling three telephone calls at once—he is often listening. Columbia Pictures filmed entertainment group president Alan Levine said, "If you find yourself in the position of being somebody's chief advisor, you have to hear what all the different points of view are."

The input Kriegel gets is processed through intelligence—scarcely anyone can talk about the 49-year-old Brooklyn-born lawyer without using the words "bright" or "brilliant." He graduated with honors from Amherst and Harvard Law School, where he was note editor of the review.

It was in his last year at law school that Kriegel met John V. Lindsay, with whom he established a working relationship over the next nine years that in many ways anticipated his current one with Tisch. Lindsay was impressed enough with the then 25-year-old that after winning the New York mayoral election in 1966 he named Kriegel as one of his chief assistants.

One task Kriegel perfected was keeping abreast of diverse situations and generating ideas about them. In one account of the Lindsay years the mayor's wife reportedly quipped, "Jay doesn't need an apartment. He lives in my husband's ear." Kriegel's varied responsibilities also included reading Lindsay's speeches, keeping the agenda for the mayor's cabinet meetings and helping organize Lindsay's meetings with other state and local officials.

It was during that time that Bob and Larry Tisch first met Kriegel. The two brothers were part of efforts to find ways to improve the city's convention center and taxicab service.

Much of Kriegel's youthful role in public service, challenging even by New York City standards, was overshadowed by the "Serpico" investigation into New York City police corruption. An official investigation concluded in 1973 that Kriegel—as the mayor's liaison to the police he was the first city hall official Frank Serpico approached about corruption—did not take appropriate "action" on the matter and he was reportedly almost charged with perjury for changing testimony that initially seemed to point a finger at Lindsay.



In 1974, almost a year after leaving the Lindsay administration, Kriegel got a job at CNA, an insurance holding company in which the Tisches—through Loews—had just bought a majority (in a hostile takeover). Kriegel's job entailed keeping the Loews organization in touch with CNA's non-insurance investments, which Loews decided it would now liquidate. Also during that time, CNA's corporate staff, numbering several hundred people, was eliminated, Kriegel said, just prior to his arrival. He calls his three years at CNA "my MBA."

Kriegel used his real-world business experience in helping launch *American Lawyer* along with a former city hall intern, Steve Brill. After four years, however, in 1982, Kriegel left or was forced from the still unprofitable magazine, a move he attributes to the fact that he had joined (reportedly without the knowledge of Brill) the Tisches in making a bid to buy the New York *Daily News* from Tribune Co. The bid was not successful and subsequently Kriegel spent a year and a half trying to launch a local business news publication before giving up.

Kriegel's activities have intertwined with the Tisch family through the past 15 years. His not insignificant charitable activities have included board membership on the Federation of Jewish Philanthropies, of which Tisch's wife, Wilma, was the first woman president. And in 1985 Kriegel became chief strategist for an effort, co-initiated by Larry Tisch, to change the course of what became the 1986 tax reform act.

One version of that legislative effort credits Kriegel with the leading role in preserving the deductibility (from taxable income) of state and local taxes. He helped form a lobbying front, called the "Coalition Against Double Taxation," and scouted its executive director, Bob Chlopak. Now with the Washington, D.C.-based consulting firm Sawyer-Miller, which is advising NBC on financial interest, Chlopak said that Kriegel's contribution included devising ways, including advertising, to make sure the fight wasn't "just a New York issue."

Kriegel is also said to have enlisted help from local congressmen and to have illustrated New York's plight by bringing to the city potential allies. For some of those allies he helped organize fundraisers.

In talking about the successful tax reform fight, Kriegel reveals part of his political philosophy: "It is my view that research and substance are where politics starts and ends.... In a sense it is like litigation, to try to know more than anybody else, to anticipate every question and have more facts than anybody else."

Shortly after the tax reform fight, Bob Tisch was named postmaster general and retained Kriegel as a consultant, where he worked on the "Stamps by Mail" program and tried to improve the service's interaction with customers.

While not taking credit for any negotiating initiative, Kriegel already has a reputa-

tion in Washington among such people as FCC Commissioner Sherrie Marshall as one who engages the debate. Confirmed NBC's executive vice president and general counsel, Rick Cotton, "If negotiations ever get going, his contribution is likely to be significant. He is the guy at the end of the table with a CBS baseball cap [a Kriegel fixture] who gets the conversation going." Even some New Yorkers occasionally described Kriegel's engaging nature as overbearing, but he is said to have mellowed from the days when *Newsweek* glibly said the "abrasive, curt" Lindsay aide "would make an excellent dispatcher of taxicabs."

Even opponents such as producer Leonard Hill, while saying Kriegel lacks some historical perspective, acknowledge that he is a quick study: "He has learned as much in two years as one could possibly learn in two years and knows more about television than I know about politics."

Although Kriegel and CBS have become identified with the if carry/must pay issue, he did not claim any authorship, instead tracing the concept's origin to a CBS affiliates board meeting two years ago: "With variations, people have heard of it at least as far back as the mid-1970's."

To the extent there is a debate on whether Jay Kriegel is "good" or "bad" for CBS, it is a complex debate. The vague pervasiveness of Kriegel's authority has led to complaints, but even those senior executives who consider him a meddler acknowledge that he brings exceptional energy to his work. His newness to broadcasting, said one sports division executive, allows him to bring a fresh perspective to the company's business. Furthermore, Kriegel's closeness to Tisch can work to the advantage of executives who feel more comfortable with the former than the latter.

In fact Kriegel's influence with Tisch is not open-ended. One reason he spends very little time on overseeing acquisitions is that Tisch directly contacts the vice president of planning and business development and Kriegel's subordinate, Mark Pearlman. More than one CBS executive said that Kriegel probably finds Tisch's approach to acquisitions and joint ventures excessively cautious.

While Kriegel may be Tisch's most important person inside the company, Tisch also has a few others who inhabit the 35th floor coterie, such as senior vice president, administration, Ed Grebow and Tisch's assistant, Larry Baer. The CBS CEO obtains counsel from others as well, some of whom, such as Loews director Lester Pollack, are also very close to the family. The contacts of Tisch are far, wide and reach to the highest levels. Said an aide to Charles Rangle (D-N.Y.), "If Tisch wants to talk with somebody on the Hill, he doesn't need Jay Kriegel to do it."

But as long as Tisch encourages an informal executive culture of wandering around and asking questions, Kriegel's influence will continue to have mystique, and thereby stature. He is not likely to discourage that mystique for, as he said, it facilitates the work of serving the Tisches and, perhaps by identity, serving CBS.

-GF

## Face-off on must pay

Continued from page 43

Cablevision, one of the largest cable MSO's, also rejected the NAB's notion that cable operators should carry virtually all local signals and pay for them. Hostetter told lawmakers he was willing to do one or the other but not both. He said he could live without cable's compulsory copyright license and would negotiate for broadcaster signals "one by one." But NAB's approach, in Hostetter's view, is unacceptable and a clear antitrust violation.

Later as the hearing drew to a close, broadcaster witnesses Cyril Vetter, president of WVLA-TV Baton Rouge, La., and CBS Senior Vice President Jay Kriegel defended the if carry/must pay legislation, of which they are key architects.

"I was struck that Hostetter did not object to paying for broadcast signals, he objected to purchasing all signals," said Kriegel. The CBS executive also said he was "bemused" to hear cable complain about antitrust violations when there is only one cable system in most markets. As for the carriage provisions in the bill, Kriegel said they were needed to protect the smaller independent stations. "Most of our affiliates would do well; it is the independents that would be picked off," he said.

Broadcaster signals are of tremendous value to cable, said Vetter. Cable is making money off those signals, and all broadcasters want is to share in that wealth, he said. The situation is even more unfair, he said, because cable uses the revenue to bid against broadcasters for programming.

According to Vetter, if the video marketplace continues in the current direction, "the public interest and the American television viewer would be harmed. The public will not benefit if the very same programming now universally available free to every home in America becomes restricted to those who have or can afford cable and are willing to pay for these programs."

The whole must pay idea is "flawed," said NCTA Executive Vice President Decker Anstrom. Consumers would get nothing

## Mooney wants end to growing 'blood feud'

National Cable TV Association President Jim Mooney, in a bid to end what he called a growing "blood feud" between broadcasters and cable operators, has offered to sheath the sword. In a speech due for delivery at a meeting of the Association of Maximum Service Telecasters in Atlanta last Saturday, March 31, and obtained late last week by BROADCASTING, Mooney warned against the "escalating state of hostilities" between the two industries (see also "At Large," page 51). He added: "I am personally committed to trying to work something out, and will meet with whomever your industry designates to explore the possibilities."

but a higher cable bill, warned Anstrom. Cable would have "little choice but to raise rates and not offer anything new."

Inouye asked if network signals are an attractive feature, to which Anstrom replied that they have "some value." But the NCTA official also argued that broadcasters have benefited from cable carriage. Not only is a station's reach extended, but "their picture quality is improved without spending a dime," he said. The senator also wanted to know if it is in the national interest to maintain the current broadcast system. "Yes it is. Our companies do not belittle the broadcasters' contribution," said Anstrom.

He also thinks broadcasters' claims that their industry is in jeopardy are "exaggerated." He said broadcasting is a healthy and vibrant business. "They have an 82% viewing share, we have 15%; broadcast revenues were \$26 billion, cable's were \$15 billion," Anstrom said.

In a statement to BROADCASTING, Vetter said: "The cable industry gladly pays on a per-subscriber basis for ESPN, Lifetime, HBO and other programming alternatives, so why such a hue and cry when the broadcast industry seeks some small participation in the proceeds of the sale of broadcast signals? After all, these are the services that cable subscribers watch most. I realize the difficulties in making this palatable to the cable industry after three decades of building an industry on free broadcast signals."

Moreover, he argued that if he were a cable operator, "I would prefer to remit a small portion of my subscriber fee to be shared by three, four or five broadcast stations rather than compete with a ubiquitous broadband switched fiber optic network or face competition from another cable system serving the same homes or a DBS delivery system."



Senate Communications Subcommittee during cable hearing last week

While must pay was an important element of the hearing, lawmakers focused greater attention on the question of cable reregulation. There is no doubt the committee will move some kind of bill. Inouye is targeting next month for a mark up. Even cable leaders are reconciled to the inevitability of Senate action. Mooney admitted that his industry now recognizes that legislation is likely and it is willing to "cooperate" with the lawmakers.

"There is no question in my mind if I took a cable TV bill to the floor this afternoon it would pass by dark," said Ernest Hollings (D-S.C.), chairman of the parent Commerce Committee. But what remains unclear, however, is how far the senators will go in their efforts to rein in the industry. A staff draft authorized by Inouye, Hollings and John Danforth of Missouri,

Commerce's ranking Republican, is likely to serve as a basis for any measure adopted by the committee. But there are many elements in the draft that cable finds unacceptable (BROADCASTING, March 19 and 26).

They don't like the draft because it grants the FCC broad authority to regulate rates for both basic and expanded tiers of service. It requires cable programmers to make their product available on a nondiscriminatory basis. The FCC is directed to come up with a cap on system ownership and limits on vertical integration. NCTA is also unhappy with a provision that would permit the telcos to provide video capacity to a third party but not subject them to the franchising process.

Cable wasted little time in making its views known. Mooney met individually with the senators prior to the hearing and, according to Hill reports, NCTA members are flooding Senate offices with letters expressing their concerns about the staff draft.

As usual, Senators Al Gore (D-Tenn.) and Wendell Ford (D-Ky.), both longstanding critics of the industry, lashed out at industry representatives. Gore feels cable has abused its power in the marketplace and behaved anticompetitively. He believes the situation is akin to the axiom that "absolute power corrupts absolutely."

Ford expressed his desire to see the draft altered to insure that telcos can compete with cable. "Let the telcos and cable fight it out for customers," said Ford. This Wednesday (April 4) the subcommittee convenes a second hearing that will focus on the telco-cable debate.

Senator Conrad Burns (R-Mont.) voiced an interest in taking an approach more competitive than regulatory. And John McCain (R-Ariz.) said he did not want to "harm" the cable industry but thinks "we need to encourage other technologies that could provide competition to cable."

On the other hand, cable appears to have some allies. Bob Packwood (R-Ore.), for example, said he has heard little public outcry about cable rate increases and shoddy service. He wants to do as little "tampering" as possible. "We wanted them to increase their investment in programming and

## Dingell makes move on must carry, fin-syn

House Energy and Commerce Chairman John Dingell (D-Mich.) stepped last week into the middle of two raging controversies:

He introduced a must carry bill reflecting the compromise struck by cable and public broadcasters (see story, page 117) with the hope cable could reach a further compromise with commercial broadcasters.

And, along with the committee's ranking Republican, Norman Lent (N.Y.), he sent a letter to Fox suggesting that its chances of receiving a waiver to the FCC's financial interest and syndication rules would improve if it made a commitment to broadcast live Presidential news conferences, the State of the Union Address and responses to the speech from the opposition party.

In introducing the bill, which would require cable systems to carry all signals they currently carry, Dingell said he hoped it would "stimulate the commercial broadcasters and the cable operators to resume discussions and reach an agreement on a statutory must carry provision." Regardless, he said, he intends to move forward with the legislation for the public broadcasters.

In the letter to Fox Chairman Barry Diller, Dingell and Lent said Fox's failure to carry the State of the Union, the responses and the President's press conferences—"events critical to the fabric of the nation"—could have "a detrimental effect."

It could put competitive pressure on the other networks not to air the events, they said, and "it would further distance the American people from their government, implying that ratings and advertisers are more important than Presidential elections and speeches."

As Fox's waiver request is being evaluated, they said, "your prompt response to this letter would be enormously helpful."

—KM



plant," said Packwood. And John Kerry (D-Mass.) agreed with Packwood's comments. He said it has only been six years since the Cable Act was adopted. Said Kerry: "I want to be careful that we do not ignore the delicate mosaic of this industry that is still developing."

Attendance by the senators was extremely good considering there was a key vote on the floor on clean air legislation. As Inouye commented: "This indicates we take this matter with great seriousness."

NAB made no bones about its desire to see its competitor deregulated. Fritts told lawmakers that unless cable is reregulated "the future of free TV is in jeopardy." Fritts also endorsed the staff draft on cable as an "outstanding piece of legislation." The draft includes must carry and channel positioning rights. INTV President Jim Hedlund also testified in favor of the draft. Hedlund, however, stressed that he was not out to "engage in gratuitous cable bashing," but that the only solution is to "change the structure of the cable industry."

Mooney and Hostetter were also joined at the witness table by Thomas Burchill, president of Lifetime Television. They attacked the so-called "mandatory access" provision and warned that it would have a harmful effect on the industry. As Mooney pointed out, "it is ironic that broadcasters are allowed to preserve their exclusivity but you deny us the ability to pursue the same kind of competitive strategy." —KM

## NBC reshuffles

After repeated hints that it might drop one of its movie nights, NBC is doing just that, at least for the time being. The network is pulling *NBC Monday Night at the Movies* and three series to make room for five new series. The schedule adjustments will affect three nights—Monday, Friday and Saturday. The changes are part of a spring tryout strategy to introduce a dozen new series over two months.

Monday night will consist of *My Two Dads* at 8-8:30, *Working Girl* (based on the movie) at 8:30-9, *Hunter* (which moves from Saturday, 10-11) at 9-10 and *Shannon's Deal* at 10-11. The new arrangement is up against CBS's all comedy schedule



'Carol & Company'

and ABC's *Monday Night Movie*. All of the changes will take place on April 16. *The Hogan Family*, which gives up the 8:30-9 slot to *Working Girl*, has aired 21 of its 22 original episodes and will return in May. *NBC Monday Night at the Movies* will be preempted from April 16 to May 7.

The Friday night changes have *Hardball* returning, this time at 10-11, an hour later than when it aired at the start of the season. *Mancuso, FBI*, which had been on at 10-11, will return in May with a season-ending episode. The new Friday lineup, effective April 20: *Baywatch* at 8-9, *Nasty Boys* at 9-10 and *Hardball*, back from hiatus after creative retooling, at 10-11.

Saturday night is the night with the most change, as NBC introduces two new series, brings a summer tryout show back and moves one series to a new time period. *A Family for Joe*, which had been airing at 8:30-9, now appears at 8-8:30, followed by *13 East* which returns after a brief run last summer. NBC is keeping *The Golden Girls* and *Empty Nest* in their 9-9:30 and 9:30-10 time slots, but is inserting *Carol & Company*, starring Carol Burnett, at 10-10:30, and *Down Home*, starring Judith Ivey, at 10:30-11. *ALF*, which had been at 8-8:30, goes on hiatus, with all of its original episodes having aired. —SC



'Shannon's Deal'

## FCC puts freeze on AM

In anticipation of a major overhaul and expansion of the AM band, the FCC last week imposed a freeze, effective April 5, on applications for new AM stations and modification to existing stations.

"This step is essential so that we may avoid compounding present difficulties with a continuing flow of new assignments based upon existing, possibly inadequate, standards," the FCC's two-page freeze order said.

At its April 12 meeting the commission is expected to launch a catch-all rulemaking aimed at improving the medium by cleaning up interference in the band. With the goal of AM improvement, it will also determine how to divvy up the 10 channels in the expanded AM band (1605-1705 khz), which, by international agreement, becomes available this summer. Some have proposed uncluttering the existing band by moving some stations into the expanded band.

According to the Mass Media Bureau's Larry Olson, the AM rulemaking will also encompass several proceedings proposing changes in the way AM signals are described and measured. "It's going to be a very broad, very comprehensive proceeding—another step toward resolving some of the problems of AM."

There are exceptions to the freeze. The FCC will accept applications for new stations filed in renewal challenges, applications filed in response to other applications filed prior to April 5 and applications for "minor changes necessitated by causes beyond the control of the applicant."

—HAJ

## Cosby, NBC sign up for seventh season

Following weeks of negotiations to extract a signing bonus from NBC—reportedly as high as \$100 million at one time—for a seventh season of *The Cosby Show*, Bill Cosby, Marcy Carsey and Tom Werner have come to an agreement with the network, apparently without the bonus they sought. Neither the producers nor Cosby would comment on the deal's terms, and NBC issued a release from Brandon Tartikoff, president, NBC Entertainment, saying only that an agreement had been reached for a seventh season, and that "we are tremendously happy that they and their talented staff and cast will continue to entertain audiences for a seventh season." A statement from Cosby in a release issued through his agent, Norman Brokaw, read: "Bill Cosby is delighted that the Huxtables will be back for a seventh year and that there is no place that he would rather be."

One source said the agreement "was not a precedent-setting one," indicating that the producers and star did not receive the signing bonus which is not typically part of the renewal process.

Another source familiar with the terms of the deal said while the deal was not a precedent-setting one, "it is the biggest deal in the history of television for a half-hour series."

Although the producers and Cosby initially set out to get the signing bonus, which reportedly dropped to \$25 million, they were negotiating for some combination of a signing bonus, an increase in the license fees NBC pays for the show and a provision whereby the network will pay the cost of producing the show, an expense said to be in excess of \$1 million per episode.

—SC

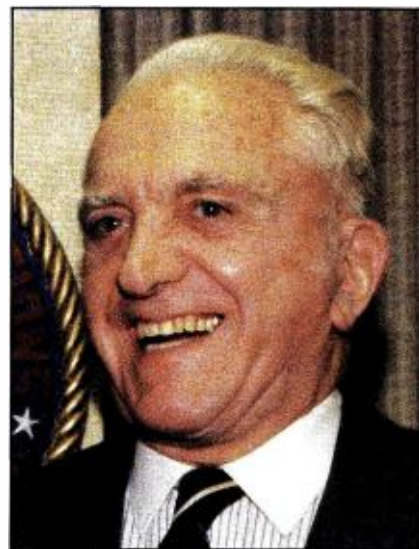
# Regulatory rundown from AM to indecency:

The five FCC commissioners cannot talk publicly about the financial interest and syndication rules—a restriction they placed on themselves as a further prod to the networks and Hollywood to reach a private accord on revamping the rules. But the commissioners are free to share their observations on other key proceedings on this year's FCC calendar, which they did in interviews with **BROADCASTING** last week.

What emerges is a harmonious group with a desire to stem abuse of the comparative hearing process in granting new stations, make use of the expanded AM band to improve the existing band, restrict the use of FM translators and keep the clamps on broadcast indecency. They are also wary of allowing telcos into cable. And although they see a need to regulate cable rates—at least until cable systems are faced with real competition—they do not like the idea of turning the job of regulating back over to the cities.



Chairman Alfred Sikes



James Quello

## EXPANDED AM BAND

**Sikes:** We think the expanded band [1605 khz-1705 khz, which becomes available July 1] has the potential for eliminating interference in the existing band, but [allowing daytimers to migrate to the expanded band is not necessarily] the best opportunity for interference elimination.

**Quello:** I tend to favor giving daytimers that are now a disadvantaged operation... "home-steading" rights on the expanded band to give them a little bit of a break.

**Marshall:** When looking for ways to alleviate the [AM] interference and [improve AM fidelity], the thing that comes to mind is the expanded AM service—pick some of those people out.... We have competing interests—daytimers, clear channels, public broadcasters and minorities—and each have their view of who should get what. I will look at it from the concept of making sure that we improve AM service to the public as opposed to protecting particular industry segments.

**Barrett:** I am concerned basically about the daytimers... and public radio and I also have to have a concern about minority AM only.... I want to make sure the process doesn't cut them out, as much as I would like to think that anything we do has some level of color blindness.

**Duggan:** When I came here and began hearing about AM en-

hancement, my fear was that we would be talking about proposals on the margins—a closing of the barn door after the livestock had escaped.... I think it is fair to say what the chairman and the staff are proposing... is not just at the margin, but does have the look of something significant. I think you can look forward to [the FCC using the expanded band to improve the existing band].

## ABUSE OF PROCESS

**Sikes:** We have a series of items that are in a very advanced stage... attempting to deal with the potential for speculation and extortion in [comparative hearing for new stations] and trying to the extent we can to eliminate both. [Limiting settlement payments to out-of-pocket expenses] would undoubtedly be one of the main tools we will look at. We've got [other ideas], but it's too early to spell them out.

**Quello:** [Limiting] out-of-pocket expenses would keep people from automatically filing and getting a huge payoff. I think that would be very worthwhile.... [In some cases, applicants have brought in inexperienced minorities] to get a comparative merit.... It's a tough thing. Minorities have been underrepresented and they need an opportunity. But, unfortunately, I think [the process has] been abused.

**Marshall:** You have to worry about balancing the public policy objectives of diversity, localism, minority interest and so forth

and the need to expedite the process to eliminate costly and abusive delays. What I would like to see us do is go to more of a written record so you limit the number of times you are going to have to have costly, lengthy evidentiary hearings. [Limiting payments also] is probably a good idea.

**Barrett:** There have been abuses. Hopefully, we are going to take steps to correct that... My first reaction is [limiting payments is good idea.] Having said that, do we leave another loophole where people will be able to massage that process?

**Duggan:** To the extent that the licensing process is used as an extortion racket, the FCC has a job to do of tightening it up.... On the surface, I think that's perfectly good—to set limits [on settlement payments]. If someone can make a showing that the limit should be less restrictive, I would be willing to listen to that.

## FM TRANSLATORS

**Sikes:** Broadcasting rules are based on diversity and localism. When you license people, you place on them a responsibility to serve a market. And then if you allow signals to be imported into that market, what you have done is made a decision to undermine the ability [of the market] to support [the local station's] responsibility.

**Quello:** [With the rulemaking launched earlier this month], we

are coming back to a good common sense principle of translators as they were originally intended with no origination. [Full service FM's that fund translators that beam their signals into other markets] take away audience from local stations that are licensed to serve the markets, and, in some cases, take away enough business that the economic viability of that local station is damaged.

**Marshall:** I recognize that pulling back could cause some concern to listeners who are used to more choices because of the translators. But we have an overriding commitment to local broadcasters and that's what the proposal restates.

**Barrett:** You are putting some people out of business.... I have concerns anytime you do that.... What I would do to try to remedy those hardships, I have no idea.

**Duggan:** The use of translators as a way of entering the broadcasting business on the cheap was not originally contemplated. [The FCC's aim was] to underscore... that original purpose.... I feel some sympathy for [those who want to expand the translator's role], but I am persuaded it was fitting and right for the FCC to clarify and reinforce and underscore the original purpose.

## CABLE REREGULATION

**Sikes:** We have to do every-



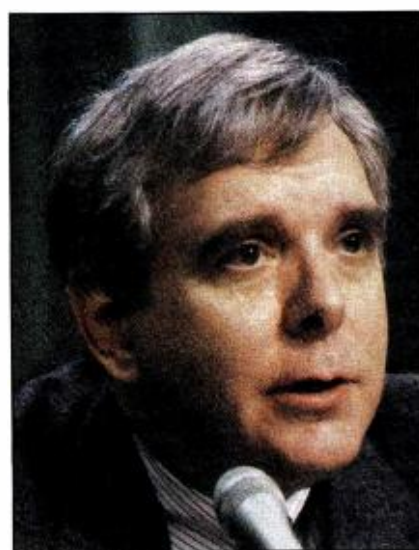
# Where the FCC commissioners stand



Sherrie Marshall



Andrew Barrett



Ervin Duggan

thing we can to encourage competition so the government is not involved in rate regulation of cable. [But until cable faces competition] there will undoubtedly be some transitional rate regulation.... It is likely the new definition of "effective competition"...will expand municipal ratemaking authority. We have research being done on what our authority is with respect to the terms and conditions we can set for the exercise of that municipal ratemaking authority."

*Quello:* I'd like to craft some kind of proposal where there would be a cap on cable rates—maybe a price index...plus enough money for expansion—but a cap so [the rates] can't go right out of sight.

*Marshall:* The answer is not rate regulation; the answer is getting more competition. What to do between the time you have competition and today, that is what I am trying to sort out now.... If [rate regulation] goes back to the cities, we should have very clear standards under which city regulation should occur.... I am exploring ways of having equitable access to [cable] programming without inhibiting programming diversity.

*Barrett:* It is obvious to me there are some problems out there.... [But] I feel very uncomfortable when the federal government gets into things that I think by nature ought to be a local issue.

*Duggan:* I think everyone feels some disquiet about a patchwork

of municipalities [regulating cable].... What I hear being talked about in this building is some kind of...just formula [that would keep a lid on cable rates].

## TELCO ENTRY

*Sikes:* [Central to the "video dial tone" proposal is keeping telcos out of direct involvement in programming, but] I am open to updating my ideas on that.... There are barriers to programming being delivered to the home over telephone company facilities. One, in the Cable Act of 1984, says that programmers can only deliver signals to the home through franchised providers. And there are barriers within the modified final judgment [which regulates the businesses of the seven regional Bell operating companies]. If you let them do those things...many believe there is a greater likelihood that a competitive service will develop through telco facilities.

*Quello:* I am going to put a heavier burden of proof on the phone companies.... It seems to me that maybe it will be a two-step thing—first, going in as a common carrier or "dial tone" as [Sikes] has characterized it and maybe eventually into programming. But I don't think it's ready for programming right now.

*Marshall:* With DBS and other distributors coming along, you may not need [the telcos]. [Permitting telco entry] to insure improvements in the U.S. telecommunications infrastructure...[is] a legitimate concern—something we should be looking

at. But I don't know whether letting the telcos into cable at this point is going to speed their getting fiber to the homes.

*Barrett:* Telcos may be a competitive alternative to cable. The question is when, where and under what circumstances.... But before you venture into things, you better ask the right questions.... If you are deploying fiber for reasons other than enhancing the quality of the service to present subscribers—to go into the video business or whatever—you have to make a determination whether all those people paying for its deployment are going to be beneficiaries of it.

*Duggan:* I...have a healthy skepticism [about telco entry]. I have a genetic predisposition against concentrations. So I am intrigued...by the possibilities of telco entry to introduce a new competitive element into the mix and to perhaps reduce concentration of power. I would not want the cure to be worse than the disease. I am somewhat skeptical of the idea of telco entry if it means telco entry as program providers. I see a potential danger there, but I am open to persuasion.

## INDECENCY

*Sikes:* Do I have a...problem if we eliminated the opportunity for adults to get this sort of material [on any medium]? Yes. Do I have a...problem with eliminating their opportunity through the broadcast medium? No. Do I have a...problem with creating a

wide "safe harbor?" Yes. Do I have a...problem with any "safe harbor?" Probably not, but I would have to examine the record very carefully.

*Quello:* It would be bad prohibiting indecency 24 hours a day; I don't think any court will find it constitutional. A 24-hour ban wouldn't bother me, but from a practical standpoint, the FCC might be better off deciding on a 10 p.m. or midnight "safe harbor."

*Marshall:* I think there is a governmental interest in protecting children from indecent material.... Beyond that, I have nothing to say.

*Barrett:* My decisionmaking is guided by what the law says. I will enforce the law to the extent that it is constitutional to do so.... I believe we have to be careful where we put ourselves in the position of being the parent of America's children. That's why I can't allow my personal views to get involved. It is not my role and function nor do I have the right to impose what I personally like or dislike on anybody else.

*Duggan:* Trying to make these Jesuitical distinctions between obscenity and indecency or the impact on minors and adults leads us down the path that makes me uncomfortable and dissatisfied. Indecency and obscenity are bad for everybody, regardless of age.... I am personally supportive of a 24-hour ban, although I am aware of the difficulties and rough seas it could face in the courts.

# TV Marti takes off—but will it fly?

**Launch with test programming is promptly jammed by Cubans**

Several months after the original startup date of a 90-day test, TV Marti went on the air shortly after midnight, ET, on Tuesday (March 27), and everything went as expected. For a little more than three hours, TV Marti transmitted a logo to demonstrate the technical quality of the service, then at 3:45 a.m. began three hours of programming—*Kate and Allie*, music, short pieces in Spanish about the U.S. But within minutes of TV Marti going on the air, a Cuban technician had turned on a transmitter of a station outside of Havana that broadcasts on channel 13, with resulting serious interference to the TV Marti signal in the area. Given Cuban warnings over the recent past, that also was expected.

The U.S. considered the start of the test—which involves the use of a transmitter and antenna housed in a balloon tethered 10,000 feet above Cudjoe Key—a success. "The test worked in the sense that we began programming early this morning," said White House spokesman Marlin Fitzwater. "The programming aspects, technically and in terms of content, were successful." And while he acknowledged that the Cubans had "jammed" the signal, he said the U.S. will continue to transmit news and entertainment programming aimed at Cuba. "We'll just have to hope that at some point they see the light, or that we can find ways to technically broadcast without it being jammed."

Neither of those hopes materialized last week, as the test continued during the post-midnight hours, with pieces on baseball, music and even a documentary on Albert Einstein. (TV Marti was not yet ready to begin programming news, which is to be one of its primary functions.) On Wednesday morning, interference began at 3:48 a.m., three minutes into the telecast that ran three hours. On Thursday morning, weather and technical problems conspired to aid the Cubans. TV Marti went on the air at 3:11 a.m., but stayed on only until 3:56 a.m., when the unspecified technical glitches and a thunderstorm forced the station off the air. The interfering signal had been turned on only six minutes earlier.

Cuba's immediate response to the start of the TV Marti test was harsh. In a statement released by the Cuban interest section in Washington, the Cuban government said the broadcasts "usurp a channel" used by Cuba's Tele Rebelde TV station. It added that, in exercising its "legitimate right to reject any action against its sovereignty," Cuba "interrupted" the TV Marti signal 10 minutes after the broadcast had begun. And, the statement said, Cuba will in the future "prevent any new attempt to use our radio-electric spectrum by force." Havana spoke in terms of a battle won. "They were thrashed," a Cuban television commentary said.

The legality of TV Marti broadcasts could be argued before the International



TV Marti Director Tony Navarro supervises the inaugural broadcast

Telecommunication Union. A spokesman for the Cuban interest section, Ariel Ricardo, said Cuba had filed a complaint about "the illegal broadcasting" with that international body. Fitzwater, in answering questions about TV Marti, said the U.S. was acting "in compliance with national and international law."

But Cuba, in the statement, said "this new U.S. aggression" constitutes a violation not only of its sovereignty but of international law, specifically the ITU plenipotentiary conference convention and the ITU convention, to which both countries are signatories. The 1982 convention contains an article—35—on "Harmful Interference" that says, "All stations...must be established and operated in such a manner as not to cause harmful interference to the radio services or communications of other members...which carry on radio service, and which operate in accordance with the provisions of the Radio Regulations."

Filing the complaint with the ITU, Ricardo said, does not exhaust Cuba's likely responses to the start of the TV Marti tests. "No one uses all of his weapons at one shot," he said. Ricardo suggested that jamming Radio Marti—which, he said, Cuba has thus far "tolerated" because it broadcasts on a Voice of America frequency—is one such option. Another, Ricardo said, is broadcasting to the U.S. "If the U.S. considers it their right to broadcast to Cuba," he said, "we have the same right to broadcast to the U.S." And that could signal the start of an airwaves "war."

John S. Nichols, associate professor of communications at Pennsylvania State University, who led the delegation to Havana, said of Cuba's response, "Castro was deafening in his silence." Nichols had opposed Radio Marti and is now critical of the proposal to put TV Marti on the air. And he suggests the silence could be portentous. He said that, while in Havana, officials warned that if the U.S. proceeded with its TV Marti plans, Cuba would "jam" the signal, "then wait a short while before re-

taliating." The quiet time, Nichols said, would allow the U.S. to ponder the fact its message "was not being delivered." Now, Nichols said, "broadcasters are waiting for the second shoe to drop."

Broadcasters have made it clear to the government that they feel vulnerable to a radio war. Cuba is known to have a number of high-power AM transmitters, one of one million watts and two others of 500,000 watts. Cuban stations have been heard as far away as Salt Lake City. And Cuba, as the U.S. was moving toward the startup of its TV Marti test, demonstrated the ease with which it can cause problems for American broadcasters.

For three hours and 35 minutes on March 23, beginning at 9 p.m. ET, Cuban stations transmitted a speech by President Fidel Castro on six clear channels—620 khz, 670 khz, 1040 khz, 1100 khz, 1160 khz and 1380 khz. The speech was heard on stations in Florida and as far distant as North Carolina and Tennessee. And National Association of Broadcasters President Eddie Fritts was said to view the Cuban broadcast as a "possible shot across the bow preceding an all-out radio war." However, the FCC received only two formal complaints of interference.

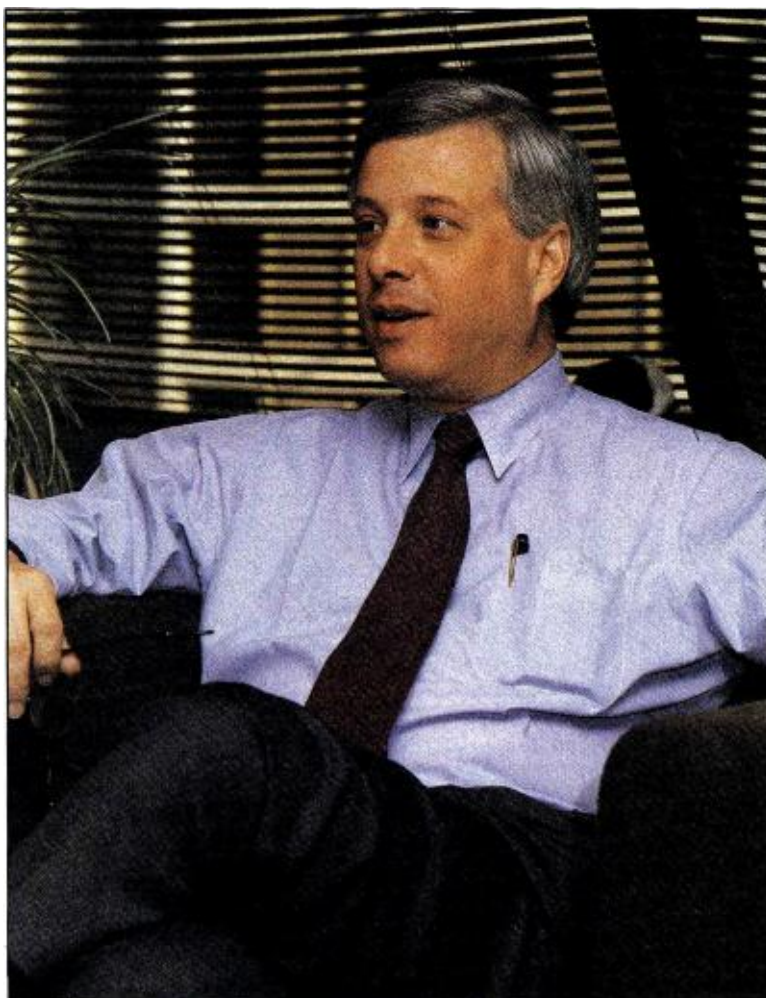
The VOA also reported interference to stations in the Havana area operating on channels 2, 3, 5, 6 "and possibly 12." The FCC had no information regarding such interference.

The interference—which began 10 minutes after the station went on the air, according to Havana, and at 2:08 a.m., according to the VOA—appeared as a series of horizontal color bars. The VOA said it was heaviest in downtown Havana, lighter in the outlying areas.

Unless the U.S. can find an answer, diplomatic or technological, to that interference problem, TV Marti would seem to have no future. The legislation authorizing \$16 million for the station for 1990 and 1991 requires that the President certify the feasibility of the project on the basis of the 90-day test now under way.

—LZ





NCTA President James Mooney

## Candid and frank: How cable sees it

*In the Fifth Estate, few relationships are as critical as that between the National Association of Broadcasters and the National Cable Television Association. That relationship—never top flight—has gone from bad to worse in recent months, exacerbated by broadcaster support of cable reregulation and the new demand for must pay. On the eve of the NAB convention, BROADCASTING editors sat down with James P. Mooney, president of the NCTA, to explore the prospects for agreement between those industries. Cable still sees a narrow opening, but not for long.*

**This seems to be a particularly acrimonious moment between the cable and the broadcasting industries. Do you think that situation is warranted, or has to be?**

I don't think it has to be. And I'm not altogether sure why it is, but you have a situation now in which the broadcast industry associations are supporting legislation that would reregulate cable rates, that would subject the cable companies to a comparative renewal process, which broadcasters have long opposed for themselves. They are supporting legislation that would deny us the right to make exclusive distribution agreements for our programming, while the broadcasters are at the same time defending federal rules that insure their own ability to make exclusive distribution agreements. All of these involve issues that don't directly affect the relationship between cable and broadcasting.

You know, you're not talking about must carry here, you're not talking about copyright. You're talking about things that are aimed at our lifeblood, and one has to ask: "What's going on here?"

Another reason it's curious is that there are a lot of companies that have a lot of assets on both sides of the fence. It seems a little peculiar to me, at least, that those companies that have assets on both sides of the fence are allowing a situation to fester in which the value of those assets can be damaged because of this escalating feud.

**But it is an escalating feud?**

Yes, it is. And one thing I hope I've conveyed in the last few months is that while we have not sought this fight, we will give back as good as we get, and if they continue to involve themselves in issues that have really nothing to do with them, but otherwise threaten our lifeblood, they can expect to find us involved in issues of their own, going all the way from the conditions under which the government grants their licenses to spectrum fees, and other matters which they may find quite disagreeable.

**Do you hold the broadcasters responsible for legislative initiatives that may have started somewhere else on the Hill, independently?**

I hold them responsible for their own behavior. And I hold them responsible for their presence in some of these issues. I believe in free will. They're either there of their own free will or they aren't.

**Are you more concerned about broadcaster support for the issues that you mentioned than you are for broadcasters' attempts to establish such a new idea as must pay?**

In some respects, yes. I agree with FCC Chairman [Alfred] Sikes on must pay; I think it's wrongheaded. But the must pay issue at least has the virtue of being something which directly involves the relationship between broadcasting and cable, as distinguished from some of these other issues that are going on. What do broadcasters care whether rates are regulated? Unless they're out to disable us as a competitor.

**At the same time, Chairman Sikes said he favored a system in which the compulsory license would be repealed, and cable would then negotiate on a channel-by-channel basis with broadcasting. What do you think of that proposal?**

I disagree with him on that because I think it potentially could be extremely disruptive to consumer expectations; I think it would be much more difficult to live in a world like that than a lot of people understand in the sense that in the absence of compulsory license, you would have to clear re-transmission with all the rights holders, and there would be many of them. Hollywood would immediately be right there demanding a large piece of the action.

Now, having said that, I think that abolition of the license is a more intellectually coherent position than this thing about if carry, must carry, must pay. That's really what is being pushed here.

If you really want to return this to the free market, what you do is abolish all rules and let each cable system negotiate or not negotiate with each broadcast station as it sees fit. That would return us to a state of broadcast/cable Darwinism that makes a sort of symmetrical sense but which a lot of people might find very uncomfortable. And at some point, you really do have to ask yourself: "What is the point of all this? Is it about business, is it about serving the consumer, or is it about some abstract concept of academic neatness?"

If one is to consider the interview we did with Eddie Fritts [president of the National Association of Broadcasters] several weeks ago, it was not so much a matter of vengeance as it was survival. I hope I don't do him an injustice, but the thrust of his message was that absent government intervention, the cable industry was going to swamp the broadcast industry in the reasonably foreseeable future.

I heard a lot of people say that was a rather curious statement. It can be taken to suggest that absent some sort of preferential regulatory arrangement, the broadcasting industry can't compete on its own merits. And I don't happen to believe that's true.

**The pleading was that broadcasters answer a peculiar public interest standard and therefore should have government protection.**

But that invites us to question whether their public trusteeship obligations really amount to anything. Perhaps I should get out my January speech [to the Washington Metropolitan Cable Club] and read it again. About how they managed to strip bare the skeleton of their alleged trusteeship obligations. Oh, I know broadcasters sincerely believe it, but I think that they should look into their own hearts and decide whether they want to be serious about that or not. Let's take an example of current interest. There's a very interesting debate starting up now about the role of television in politics, and a great deal of concern is being expressed about the integrity of the political system. Increasingly, the way Congress makes judgments about the television industries will involve the degree to which the television industries are regarded as being socially responsible in their response to what I think is a crisis in the political system. Too much money, too much negative campaigning and the sound bite school of political coverage. Are the television industries going to be a part of the solution or are they going to continue to be part of the problem?

Cable is willing to be part of the solution, to the extent that we do not find the concept of free time automatically unconstitutional or something that ought to be rejected out of hand.

**What about this special report of the bipartisan panel that Dole and Mitchell put together? They suggested that both cable and broadcasters provide free air time for each major political party.**

We're interested in that.

**You don't see that as an intrusion, that the government says to set aside four hours for political ads?**

Sure it is intrusive, but it doesn't necessarily need to be intrusive in an unconstitutional way. You know, I don't think the First Amendment is some kind of automatic machine; I think the First Amendment is a living, breathing thing that is constantly interpreted and re-interpreted by the courts.

Too frequently, people simply wrap their commercial interests in the cloak of the First Amendment, and I'm not going to let people move away from this one, to the degree that I can influence the debate. These industries and people in leadership positions in these industries have a responsibility to be serious about the problem we have in our political system. I don't want to debate the issue end to end today, but I simply bring it up in the context of the broadcasters claiming special treatment because of their alleged trusteeship obligations. It looks to me as if every time they encounter a proposed obligation they try to strangle it.

**But are they? Don't you perceive that the battle has shifted completely away from must carry and what it's gotten down to now is that the broadcasters want to crush the cable industry?**

That is a reasonable hypothesis to explain some of the behavior of late by the broadcast trade associations.

**So does this mean that there is just no possibility of a negotiated settlement with the commercial broadcasters on must carry?**

It's really up to them. We are not the people who have pulled back from the table. I was just looking at the published transcript of the must carry hearing held by the Senate Commerce Committee last October, and there is nothing in that transcript to suggest that the broadcasting trade associations last October were in any way unhappy with the must carry deal that was worked out between the two industries several years ago and then subsequently embellished during the talks I had with the NAB last spring—except for the





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WBBH-TV, Fort Myers



Rich Herbst  
General Manager  
KGAN-TV, Cedar Rapids



Jack Connors VP  
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WCJB-TV, Gainesville



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General Manager  
WLOS-TV, Asheville



Darrel Cunningham  
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matter of channel positioning. In light of that and their subsequent actions, you have to ask yourself whether they're interested in must carry anymore or not.

**And you think their must pay proposal will go nowhere, that it has no chance?**

I don't think it has. There is a fair amount of concern in Congress about cable rates, and I wouldn't be surprised if somewhere something will happen on that. But Congress isn't going to do something about cable rates, and at the same time increase cable rates by requiring cable operators to give money to broadcasters.

That's just a straight political observation. And when you go to it on merit, I think that they just don't have a case. Again, if you look at the transcript of that hearing, and in particular the prepared testimony of the NAB, you will see that they want cable systems to carry the signals of local broadcast stations; indeed, they say that in most instances, the over-the-air system of transmitting signals to people's homes is inadequate. It's quite a remarkable admission, incidentally, for the broadcasting industry to make—admitting the inadequacy of its own technology.

Now for the broadcasters to say that they need cable to re-transmit their signals and they want cable to re-transmit their signals and they even believe that cable should be required to re-transmit their signals via the must carry rule, and then to go out and say that cable has to pay for the privilege of doing so? I think it's just a bit much to be taken seriously.

**Have you talked to some of the broadcasters about must pay—some of the groups, I mean?**

Oh sure. A lot of them think it's a non-starter. As do the co-owning groups.

**What's driving it, then?**

I think it's being driven by two things: the desire of CBS to have an additional revenue stream, and the desire of some broadcasters to say, "Well, hell, we'll take a crack at it. Maybe we'll get some money out of it, and maybe we won't—but nothing ventured, nothing gained."

On the other hand, I think they ought to consider that you can carry this to the point where you so poison the well that you make impossible any agreement on anything. I want to be very emphatic in saying I don't mean to suggest that that kind of situation already exists. I think there is still time. But I also should say that the clock is running.

We are about to announce an agreement with NAPTS [National Association of Public Television Stations] on must carry for public television stations (see page 117). That means a good amount of congressional concern about must carry will be answered. What a lot of members of Congress really care about is that the public stations be protected, and I think that this agreement will amply protect the public stations.

To get metaphorical about this, one of the things that will happen when that agreement is announced is not that the train will start to move out of the station, but that the train will start warming up. The NAPTS agreement could move as a free-standing bill.

**Does that mean that the must carry provisions in the staff draft or the Danforth bill will be removed at a markup or otherwise?**

I don't know. We think the must carry provisions in the Danforth bill go way beyond what the broadcasters themselves said publicly they'd settle for. And I don't know why they should have more than that. So I guess we still have a major disagreement on that, if that's what the broadcasting industry is now saying it wants. Again, it's perfectly O.K. with us if must carry legislation for the public stations moves as part of an overall cable bill or moves separately.

**Do you really think that would satisfy the Congress? I sense that Congress is just as concerned about the local commercial stations.**

I didn't say it would satisfy the Congress; please don't misconstrue me there. I'm saying that in my opinion, support for must carry in Congress is a mile wide and an inch deep, except with respect to public broadcasting, where it's a mile wide and about a mile deep.

The reason I made the first comment was because everyone in

the Congress is for must carry, but the Congress hasn't exactly been falling all over itself to pass must carry legislation. If you aggregate up the months for something like four out of the last five years, there hasn't been any must carry rule, has there?

**Have you gone as far as you're going to go on must carry and channel positioning?**

Well, I don't know. What else can they legitimately claim?

**Are you never going to give them channel positioning on a pre-Quincy basis?**

We continue to have great difficulty in having commercial broadcasters guaranteed by law a channel position better than the one assigned them by the FCC. And you know, the broadcasters always complain about being moved around, but if they won the right to a pre-Quincy channel position, many of them would have to be moved again anyway, to move them back to those places.

So what are they really concerned about? Being moved around or is it that they're trying to win or to regain by law what they regard as a commercially advantageous channel position?

I would suggest that in a situation where, in First Amendment terms, this cart has already fallen off the bridge twice, they ought to be a bit more careful about what they try to load onto it. The more they make this into a special benefit for broadcasters arrangement, the more likely it is that a court will again push the cart off the bridge.

**You spoke a moment ago about the well being poisoned. If it did reach that point—and you emphasized that hadn't yet occurred—but were it to reach that point, do you feel that the cable industry can go it alone without broadcasting; can pass up those signals and live by its own programming?**

Oh, I'm not going to begin issuing threats like that. For me to say anything that vaguely sounded affirmative in response to that question would be taken by some broadcasters as a threat, and I'm not going to do that.

**It wasn't intended to elicit a threat in any way.**

You mean could we live without re-transmitting the signals of local broadcast stations? In a lot of places, yes. And regain channel capacity in the bargain.

**I think it is the broadcasters' belief that you need their signals because they're the most viewed on cable systems. Thus they feel there is equity in being compensated for them.**

I know they say that, but when they say that they ignore two things.

First, that we're not providing those signals to anyone for whom the signal was not intended in the first place; they're not talking about out-of-market signals here. And I would say again, as I have in the past—I live in Washington, D.C., and channel 9 is obligated by the terms of its license to serve me, and if I choose to improve my reception of channel 9's picture by employing a community antenna system, that's no loss to either channel 9 or CBS. It helps them.

Second, it was the broadcasting industry through its support of must carry rules that created the now well established pattern of cable systems re-transmitting local signals. And they created the consumer expectation that this would be a primary function of cable systems.

To read the literature that I have seen put out by the other side on this subject, it's as if there never were any must carry rules—it's as if cable system re-transmission of local broadcast signals was some special favor at some point granted to the cable industry. Special favor? They forced us to do it.

For the broadcasters to all of a sudden turn around, now that this pattern has been well established over the past 30 to 40 years, and describe what the cable industry does in that respect as "thievery" and then demand payment? I think it's just preposterous.

**Well, there were a number of broadcasters who described it as thievery even back during the must carry period.**

You mean the FCC put in must carry rules over the objections of the broadcast industry?

**No, but while broadcasters welcomed cable when it supplemented**





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their own signals it was something else when cable began to import distant signals and diminish the audience of the home broadcasters.

That's right. I'm not talking about that, however. What we're talking about in must pay is local broadcast signals.

**Why do you think Congress hasn't adopted must carry?**

Because I think they look out there and don't see any real problem going on in terms of cable systems not carrying the local broadcast stations.

**But they do look out and think there is a real problem with cable.**

Yes, a lot of members of Congress do have that feeling, but that's for reasons that have nothing to do with must carry.

**Are you going to answer it, are you going to satisfy them, or are you going to try to say it's really O.K. the way it is?**

We would prefer the regulatory situation be left alone, but it also is apparent to us that there is wide interest in Congress in altering the existing regulatory situation, and I think that if you had to bet, you would have to bet that there would be some alteration, and we want to be part of the solution rather than part of the problem.

**Is it possible to numerate or reduce into a short list all the issues that realistically divide the cable and broadcast industries? And if it can be done, do you have any suggestions as to how to resolve that list, how to get from here to there?**

Our approach to must carry is so well documented that I don't know if it would serve any purpose to repeat it at this point. We have really reached out on that one; we have publicly said that we were willing to concede to the broadcasters not only what they found acceptable in 1986, but some additional things involving their problems with network affiliates being leapfrogged and channel position changes during sweeps periods and so forth. We have been forthcoming on that.

With the implementation of syndex, I don't know that they still have the problem with distant signals, I haven't heard the broadcasting industry complain about distant signals since syndex came in. I told you what I think of must pay, and I told you what I think about the legitimacy of broadcast industry involvement in things that don't directly affect our relationship with them—things like cable rates and franchising and so forth. What else is there?

**Well, politics makes strange bedfellows. Would it be a grand stroke for the cable and broadcasting industries to suddenly come to an agreement on the major issues on which they can't agree?**

There seems to be sort of an agreement within the broadcasting and cable industries on the subject of telephone companies getting into the television business. There is no formal agreement, and the two industries tend to each express their views on telco entry into the television business in somewhat different terms, but if you analyze

what has been said, they seem to have achieved a kind of de facto agreement about it.

**As I get the NAB posture, they say there are negotiations going on between the cable and broadcast industries, but that those negotiations are going on on Capitol Hill. They're letting Congress negotiate it because the industries can't do it face-to-face. Come to an agreement on must carry, for example.**

I don't know why not. I have not declined to appear at any table: I've not even been invited to appear, in fact. I don't have any predisposition against renewing discussions with the broadcast industry on must carry. I mean, this is business, not socializing.

**What about this exclusivity issue? Your board said that if broadcasters pursue must pay and support these third-party packaging provisions, then it was going to go after the broadcast network affiliations.**

Well, I don't know why HBO should be unable to conclude exclusive distribution agreements, yet NBC should. It's our view that the government's policy toward television exclusivity ought to be resolved in one way or another—and if it's resolved this way, it ought to apply to everyone, and if it's resolved that way, that ought to apply to everyone.

**Do you think that will eventually neutralize the item?**

I don't know whether it will neutralize it or not, but exclusivity is either a legitimate competitive strategy or it isn't. And I don't see why, inherently, there ought to be distinctions made between the two industries.

The way these things work is that sometimes the government's policy toward exclusivity could evolve over a number of years and not get resolved all at the same time. And for some period of time, it's conceivable as a simple political matter that one industry might be treated one way and another industry another way. But long term distinctions of that kind tend not to survive, simply because it becomes more and more apparent to policy makers that there is no legitimate underpinning for a distinction being made.

**Would you be satisfied or see it as a positive move if the broadcasters pulled back their support for the Danforth bill and didn't take a position on any of these cable-oriented issues?**

Certainly it would be positive in the sense that it would restore a greater degree of political civility between the two industries, and it certainly would reduce the perception which is rife in the cable industry these days that the broadcasters are out to cut our throats.

Now I happen to believe that a lot of the stuff that goes on between the trade associations isn't necessarily reflected in attitudes at the constituent level. If you look out at the country, you will see a lot of broadcast stations and cable systems involved in various kinds of cooperative efforts on a business basis, and the trend in those kinds of relationships is sharply up. You see a lot of



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**Hip vs. Smart.**

And just in case anyone missed it,  
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**BROADCASTING** 

# Hip vs. Smart



Hip is transitory. Smart endures. Hip is defined by others. Smart is defined by intelligence. Hip is only for the moment. Smart is timeless. Hip is driven by trends. Smart is driven by performance. Hip is perpetually looking over your shoulder. Smart is making your own decisions. Hip is mango-chestnut gelati. Smart is chocolate ice cream. Hip is often difficult to define. Smart is always logically defensible. Hip is flash. Smart is substance. Hip is something that looks cool. Smart is something that works. Hip talks the talk. Smart walks the walk. Hip gets you a \$300 a week cocaine habit. Smart gets you a big raise and the corner office.



cross-promotional activity going on between cable systems and broadcast stations; you see an increasing amount of co-production going on with respect to community events. You even see some sharing of resources in advertising promotion and marketing. And I think that one thing you have to ask yourself is whether the stated hostilities are as well-grounded in Peoria as they appear to be in Washington and certain neighborhoods of New York.

And I don't think it is.

**Is this recognition of the future, of the way things are inevitably going?**

Partly that, but I also think it's a reflection of the fact that people who are actually engaged in business in the real world tend to do things that are in their own intelligent self-interest.

**Do you think the over-the-air broadcast industry as we know it is going to be better off in five years because of cable's continued growth, or worse off?**

I think it will be a better competitor.

**What else would you say at this point?**

A couple of things. I'd say that while the trade associations are fighting with each other in Washington, the people out there in the real world seem to be doing more, rather than fewer, deals with each other.

Secondly, I'd say there is likely to be some kind of alteration in cable policy made by the government in the near future, and that presents a window of opportunity for the broadcast and cable industries to settle some of their differences. But that window will not stay open forever. And whatever this train is, when it goes by it's not going to come back for awhile.

Third, I think it's probably useful to look at the Hollywood-cable fight that went on until a little while ago—it's finally petered out a bit. When they started attacking us, we started attacking them. And when they stopped, we stopped. But in the interim, the file cabinets of journalists all over the country got chock full of elaborate denunciations of each side by the other, and all that paper is still in those cabinets and I don't think the net result of that fight was necessarily good for either side.

**Nor was anything resolved.**

Right. But the effects of these fights tend to sometimes live on long after the fight itself is over. And there's a lesson to be learned from that: that it's not always a good idea to engage in such fights just on "spec" as it were.

**I can't quite picture broadcasters failing to take advantage of this moment of opportunity, when cable's political fortunes are at a low ebb. But if nothing happens, then what happens?**

Then to the degree that people have real grievances, I suppose they will go unresolved. But I don't have a precise fix on what you're asking.

**Well, I think the question for the broadcasters is whether they aren't better off taking advantage of cable's current negative posture in the world at large, and see what happens.**

But they risk ending up with nothing.

**But they've already got something.**

What?

**That staff draft and the Danforth bill both have a must carry and channel frequency provision they want.**

Are they law?

**No, but you said you thought something would be enacted.**

I said I thought there'd be something enacted on cable, but how do they know their thing is going to be it?

**Well, they think they're going to have must carry no matter what the law says. I think the broadcasting industry has accepted what cable used to say, that "Hey, we're going to carry you guys," and now they think they don't need a law to make you carry them—for the most part. On the other hand, they think they need a law to make you pay for carrying them.**

But if you get into this situation where they are continually chop-

ping us up and we begin rather consistently and vigorously to chop them up as well, what does that mean to them when the issue of their own public interest obligations are considered in Congress, and what does it mean to the broadcast networks when the financial interest issue is considered in the Congress? And what does it mean to broadcast licensees when if at some point they decide to renew their push for license renewal reform and so on and so forth?

I mean, you can't neatly compartmentalize the effects of these kinds of disputes when they are carried on in a very public way. Because to the degree that each side succeeds in discrediting the other, there are ripple effects and secondary effects in the sense that maybe they don't look or smell so pretty anymore.

If the broadcasters truly have everything they need and are never going to have their own issues considered by the Congress, then I suppose they're right; they can go off and do whatever they please without fear of any ill effects. But for regulated industries that's a little short-sighted.

And then I go back to what I said about there not really being any such thing as industries in the abstract sense—there are only companies. And a lot of these companies have a lot of different interests in a lot of different things including concurrent interests in both broadcasting and cable.

**Where do you think we'll be in five years?**

In five years? Five years from now there will still be a broadcasting industry and there will still be a cable industry—and they'll still both be competing for the viewer's attention.

Cable is here to stay. That's not going to be an issue. It is now part of the daily fabric of life in this country, and the government isn't going to do anything to reverse that trend. Nor, do I think, is the marketplace.

**I'm a little surprised that you are not offering broadcasters something more like an olive branch, rather than saying: "Hey you guys, you better watch out or this will be the end of the ballgame."**

Hey look. I went up and down the countryside for years holding that olive branch out, and the only result of it has been to feel the sting of the whip.

**What about channel positioning? Would you take it another step and say: "O.K., we'll give you channel positioning just the way you want it." Do you think that's a better way?**


And then what happens if they accept it, but then say: "O.K., you're giving us what we want on channel position, but we also want this must pay thing," and then if we give them that maybe they'll have something behind that, too.

It isn't clear to me whether the broadcasters want coexistence or confrontation. From a business point of view, the former makes more sense. But if they want the latter, I suppose we'll have to respond. I don't welcome that. I've never understood why people think controversy will help their business.

I think there is a pretty clear record here of the cable industry—and this organization in particular—being forthcoming in trying to the best of our ability to give to the broadcasters what they say they need. Now this has been going on for almost five years, and each time the offer is slapped away and the price goes up.

There has never been in any of this any regulatory gain for us, only regulatory concessions. And I think at some point, grownups just have to say enough is enough. Now I can take the position today that it's all off between us and the broadcasters and that the time has lapsed and we are no longer willing to concede to them anything.

But I am not saying that. But nor are we going to engage in a continuing game of meekly conceding every demand they dream up as soon as they can dream it up. And I have to tell you that there's a great deal of anger in the cable industry over the broadcasters now going so far as to inject themselves into matters involving regulation of cable by cities, for example, which doesn't have anything to do with them and which seems to merely disable us as a competitor.

If that's not what's intended by the other side, then they should say so and also make it clear by their actions that that's not the case. At that point they'll get us back to the table, and we'll work out the genuinely legitimate issues. 



## BROADCASTING

# WORKS!

# NAB '90

FOR ADVERTISERS  
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The broadcasting industry hit the ground running Saturday, March 31, when the National Association of Broadcasters convened its annual meeting in Atlanta at the Georgia World Congress Center to run through April 3. More than 700 exhibitors are expected on the exhibit floor with the latest in technological hardware. And the convention agenda is packed with legislative and business sessions likely to please all elements of the industry.

Saturday the convention opened with a state of the industry address by NAB President Eddie Fritts. The NAB's Distinguished Service Award was given to Oregon broadcaster Bill Smullin, chairman and founder of California/Oregon Broadcasting Inc. Earlier that morning, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) was speaking at a breakfast meeting, followed by a panel featuring congressional staffers.

President Bush makes his first appearance at an NAB convention on Monday (April 2). Other convention speakers include Coca-Cola President and Chief Executive Officer Donald Keough, who will discuss management techniques at the April 2 television luncheon. "Megatrends" author John Naisbitt was slated to appear at a radio brunch Sunday, April 1, and former NFL star Fran Tarkenton, now a business consultant, is scheduled to speak to radio operators on Monday.

NAB expected more than 35 congressmen to attend the show.

They are lined up to discuss a variety of subjects including political advertising, telco-cable and radio-only legislation. Sunday morning (April 1), FCC Commissioners James Quello, Sherrie Marshall, Andrew Barrett and Ervin Duggan were to join Janice Obuchowski, head of the National Telecommunications and Information Administration, for a roundtable discussion.

On Tuesday morning FCC Chairman Al Sikes will address the broadcasters. Later that morning, broadcasters will hear from network television's top executives—ABC's Thomas Murphy, CBS's Laurence Tisch and NBC's Robert Wright.

A study commissioned by NAB and the National Association of Public Television Stations on cable-broadcaster relations will be released. Called "Building Bridges," it looks at some of the joint ventures broadcasters and cable have undertaken in program production and promotion. NAB will also release a study on sports programing during a Monday session.

NAB created a special program this year for foreign broadcasters. Scheduled for Saturday (March 31), the afternoon sessions will cover such topics as who is buying commercial radio and TV in Europe and how to market commercial television there.

The convention wraps up Tuesday (April 3) with a gala black tie dinner celebrating the 50th anniversary presentation of the George Foster Peabody Awards. The awards are given annually by the

# NAB's technology supermarket

NAB '90

## \*indicates new product

**A.F. Associates** 1756  
100 Stonehurst Court, Northvale, N.J. 07647

**Abbott and Co.** 6608  
1611 Cascade Dr., Marion, Ohio 43302

**Abekas Video Systems** W160  
101 Galveston Dr., Redwood City, Calif. 94063  
**Staff:** Yeshwant Kamath; Paul Hansli; Phil Bennett. **Products:** \*A84 digital switcher; \*product support program; digital still store with library (A42); digital special effects (A52, A53-D); digital disk recorder (A60, A62, A64); digital character generator (A72).

**Absolute Broadcast Automation** 7118  
82 Main, Westernport, Md. 21562

**Accom Inc.** 2900  
1430-F O'Brien Dr., Menlo Park, Calif. 94025  
**Staff:** Junaid Sheikh; Luigi Gallo; Ed Engberg; John Stern; Barbara Cassidy; Ray Ostrom; Mike Weaver; Mark Pinkel; Joseph Metzger; Sohei Takemoto; Douglas George. **Products:** Digital image enhancer, DIE-125; digital encoding and decoding systems (D-Bridge 122 and 221).

**Accu-Weather Inc.** 6723-6725  
619 W. College Ave., State College, Pa. 16801  
**Staff:** Joel Myers; Evan Myers; Sheldon Levine; Blaine Clapper; James Burke. **Products:** \*4-D UltraSats satellite images; \*Animation true cel animation; UltraGraphix high-resolution weather graphics; UltraGraphix 240 weather graphics computer system; Amiga weather graphics system; NewRad, RadarPlus radar composites; Accu-Data real-time interactive database.

**Accurate Sound Corp.** 4111  
3515 Edison Way, Menlo Park, Calif. 94025  
**Staff:** Ronald Newdell. **Products:** AS4000 cassette recorder/logger slow speed; AS-200 duplicator, audio, high speed, reel to reel; AS6000 tape cleaner/conditioner; AS-100 audio mastering recorder; CR-3A studio condenser microphone.

**Acoustic Systems** 1019  
415 East St. Elmo Rd., Austin, Tex. 78745

**Acrodyn Industries** 6000  
516 Township Line Rd., Blue Bell, Pa. 19422  
**Staff:** Joe Wozniak; Dave White; John Delissio; Marshall Smith; Time Hulick; Dan Traynor; Bill Barrow. **Products:** TRU/25KV 25 kw UHF TV transmitter; TLU/1000 1 kw solid state UHF TV transmitter for LPTV; TLU/IKACT 1 kw UHF LPTV transmitter; TLU/100T 100 w UHF TV translator; TLH/100T, 100 w VHF TV transmitter.

**Adams-Smith** 6808-6811  
34 Tower St., Hudson, Mass. 01749

**Staff:** Harry Adams; Walter Hickman; John Lawrence; Gary Rotta; Jeff Junker; Hal Williams. **Products:** \*Zeta-Three/fem emulator; 2600 A/V audio editor; system 2600 with compact controller; Zeta-Three audio-video-midi synchronizer.

**ADC Telecommunications** 6001  
4900 West 78th St., Minneapolis 55435  
**Staff:** Lonnie Pastor. **Products:** Icon integrated cable organization network; \*fiber optic switch; audio patch bays; SMPTE 9-pin patching system; \*MCS 3800 multicast switch.

**Adrienne Electronics Corp.** 8059  
11994 Marjory Dr., Nevada City, Calif. 95959

**The Advance Products Co.** 3718

**Advanced Designs Corp.** 2021  
804 N. College Ave., Bloomington, Ind. 47404  
**Staff:** Martin Riess; Teri Riess. **Products:** DO-PRAD II Collins Doppler turbulence detection weather radar system; WDDS weather data display system.

**Advent Communications Ltd.** 1300  
Alma Rd., Chesham, Buckinghamshire, HP5 3HE, England

**Staff:** Steve McGuinness; D. Garrodd; J. Girero. **Products:** Satellite uplink systems (1900 Mantis); video modulators; C-band, Ku-band upconverters and downconverters.

**ADX Systems Inc.** 7119  
274 Madison Ave., New York 10016

**AGAP—Audio Prof. Equipment** 7021  
264 Ave. Sainte-Catherine, BP 118 84140 Montfavet, Avignon ZZ France

**Aircraft Music Library & The Hollywood Edge Sound** 6802, 6803  
77 N. Washington St., Boston 02114

**Staff:** Mark Cuddy; Crit Harmon; John Jordan. **Products:** Production music library on compact disks.

**Akai Professional/IMC** 3902  
1316 E. Lancaster St., Ft. Worth 76113

**Staff:** Woody Moran; James Martin; Ken Kondo; Ron Franklin; Jerry Sehi. **Products:** \*DD-1000 optical disk recorder; DR-1200 12-track digital recorder; S100/PB/HD/KB 16-bit digital sampler line; MPC-60 midi production center.

**AKG Acoustics** 6500  
1525 Alvarado St., San Leandro, Calif. 94577

**Staff:** S. Richard Ravich; David Roudebush; David Ogden; Jeff Radke; Rowland Powers. **Products:** \*K 270-S headphone; ADR-68K digital effects processor; broadcast microphones; headphones.

**AKG Digital Products** 4308  
Division of AKG Acoustics Inc., 1525 Alvarado St., San Leandro, Calif. 94577

**Staff:** S. Richard Ravich; David Angress; Howard Mullinack; Christopher Moore; Jeff Stanton. **Products:** Production version of DSE 7000 digital audio production system.

**Alamar Electronics USA** 2948  
489 Division St., Campbell, Calif. 95008

**Alcatel—ATFH** 3107  
15 Oakland Ave., Chester, N.Y. 10918

**Alden Electronics** 5153  
40 Washington St., Westboro, Mass. 01581

**Staff:** Michael Porreca. **Products:** \*Next generation color weather radar system; C2000 weather radar display with radar image compositing.

**Alexander Batteries** 5155, 5157  
P.O. Box 1508, Mason City, Iowa 50401

**Allen Avionics** 5607-5611  
224 East Second St., Mineola, N.Y. 11501

**Allen Osborne Assoc. Inc.** 7124  
756 Lakefield Rd., J, West Lake Village, Calif. 91361

**Allied Broadcast Equipment Corp.** 4430  
3712 National Road West, P.O. Box 1487, Richmond, Ind. 47375

**Staff:** Roy Ridge; Gustavo Ezcurra; Joe Ziemer; Dave Burns; Tom Harle; Jeff Nordstrom; Jon Young. **Products:** \*AKG DSE 7000 digital audio workstation/sound editor; \*PeopleLink broadcast telephone system; \*Telemix 2000 on-air telephone system; \*SqueezePlay AM/FM radio-cassette with integrated skimmer; \*DISC commercial digital storage system with touchscreen radio control capability; \*DN-970F CD cart player; \*CD6020 dual transport CD system; \*DR-2 digital disk recorder; Dub Center; Dart 348 digital satellite receiver; Microdyne SCPC equipment single channel per carrier satellite audio reception equipment; Tectan SCPC demodulators; Tectan 450 series; Wegener 1800 series equipment for stereo subcarrier network reception; Comtech satellite antennas.

**Allied Tower Co.** 5606  
12450 Galveston Rd., Webster, Tex. 77598

**Staff:** Doug Moore; Bud Duvall; Bill Parker; Max Bowen; Doug Irving; J.C. Smith. **Products:** Manufacturing and erection of broadcast and communication towers.

**Alpha Audio** 6701-6704  
2049 West Broad St., Richmond, Va. 23220

**Staff:** Nick Colleran; John Harlow; Rick Foate; Kathy Wynne; Spence Burton; Michael Binns; Buster Pulley; Eric Heiberg. **Products:** \*Sonex ceiling tiles; The Boss automated audio editor; \*DR-2 digital hard disk recorder; Sonex 1, Acoustilead, Soundex; \*Soars seal acoustical blankets.

**Alpha Image Inc.** 7017  
6 Landmark Sq., 4th floor, Stamford, Conn. 06901-2792

**Alpha Video & Electronics Co.** 3111  
200 Keystone Dr., Carnegie, Pa. 15106

**Staff:** Henry Lassige; Terance Lassige; Vincent Ferry; Leonard Laabs; Gary Craig. **Products:** CVR22EXS low cost time base correctable SP beta player; IFB 102 five line telephone IFB; IFB 102R remote IFB; SW206 six input IFB switcher; SR800 60-cycle power line sensor.

**ALPS Inc.** 9013

**ALTA Group Inc.** 6030  
6400 Enterprise Lane, Madison, Wis. 53719

**Products:** Video effects; wide band video production system; \*Pegasus production switcher; interface systems.

**Altronic Research** 6814, 6815  
P.O. Box 249, Yellville, Ariz. 72687

**Staff:** John Dyess; Doug Starkey; Billie Heenan; Alice Milligan. **Products:** \*Power test load system calorimeter with interlock; \*model 6775 75 kw air-cooled coaxial load; 6705, 6710 5 kw and 10 kw air-cooled loads; water-cooled loads (5 kw-200 kw).

**Amber Electro Design** 4900, 4901  
6969 Trans-Canada Highway, St. Laurent, H4T 1V8 Quebec, Canada

**Staff:** Wayne Jones; Guy Lemieux; Michael Chang. **Products:** Audio measuring equipment: audio generator; level meter, noise meter, distortion meter, frequency meter and spectrum analyzer (5500 series); \*AudioCheck 2 software program; 3501 audio measurement system.

**AMCO Engineering Co.** 2009-2013  
3801 N. Rose St., Schiller Park, Ill. 60176-2190

**Staff:** Floyd Johnson; Thomas Anderson. **Products:** Broadcast communication consoles; cooling devices; desk, bench and portable cabinets; enclosures and accessories; structural aluminum; commercial or military enclosures.

**Amek/TAC U.S. Operations** 3164  
10815 Burbank Blvd., N. Hollywood, Calif. 91601

**American Broadcast Systems** 3912

**American Medical Association** 6108

**American Studio Equipment** 6506  
8922 Norris Ave., Sun Valley, Calif. 91352

**Ampex Corp.** 2200  
401 Broadway, Redwood City, Calif. 94063-3199

**Staff:** Ron Ritchie; Doug Rowan; Bill Heye; Tom Wheeler; George Merrick. **Products:** \*VPR-350, VPR-200, VPR-250 D-2 digital studio VTR's; \*Auto-Resolve conflict resolution software for ACR-225; \*ADO-100 component digital effects system; \*ADO-100 composite analog effects system.

**AMS Industries** 6338

**AMS Industries Park Billington Rd., Burnley, Lancashire BB11 5ES England**  
**Staff:** Stuart Nevison; John Gluck; Jim Stern; Stu-

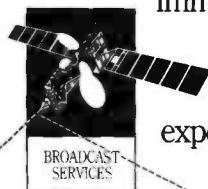


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art Hirotzu. **Products:** \*AMS AudioFile; \*Logic 1 digital console; \*microphones (AMS ST250); \*AMS Virtual console system; S-DMX stereo digital audio delay; AV Sync audio delay; Timeflex time compression/expansion device; RMX 16 digital reverberation unit; SoundField microphone.

**Amtel Systems** 6008  
33 Main St., #303, Nashua, N.H. 03060

**Staff:** Mark Wronski; Shawn Camahan; Peter McDonnell; James Kubit; David Armstrong; Martin Greenwood; Yvan Oulette; Ed Labanowicz; Vern Ledlow; Bill Jacks. **Products:** E-Pix hybrid nonlinear editing system; Evertz microsystems time code and synchronizers.

**Andrew Corp.** 1860  
10500 W. 153d St., Orland Park, Ill. 60462

**Staff:** Barry Cohen; Debra Buck; John Klecker; Jack Herbert; Kin Jones. **Products:** \*ASC 2000 earth station antenna system controller; \*1.8 meter Flash-pac fly-away ESA; \*End-Fed VHF Trasar broadcasting antenna; \*CATVR. CATVP rated Helix, Radiax coaxial cables; \*sectional semi-flexible cable for high power HF, MF and LF stations.

**Angenieux Corp. of America** 6112  
7700 N. Kendall Dr., #407, Miami 33156

**Staff:** Bernard Angenieux; Joseph Martinez; Donald Collins; Francis Chapin; Joe Abbattucci; Jacques Durand; Dick Scally; Charles Stampchi; Lourdes Pola; Bud Mills. **Products:** ENG: 14x8, 14x7 for half-inch cameras; 14x8, 14x9 for two-thirds-inch cameras; Studio: 20x8.5, 40x9.5 microprocessor controlled; \*studio lenses.

**Anixter Bros.** 1506  
4711 Golf Rd., Skokie, Ill. 60076

**Staff:** Marcel Clavien; Bill Moeller; Vince Halloran; Nick May; Kathleen Kennedy; Marlow Taylor; Rich Domville; Bill Lorey; Gene Ramey; Sam Burns; Tammy Robertson; Tracy Anderson. **Products:** Broadcast cable and cable assemblies; audio video connectors; distribution patch panels for data and jackfields for video distribution; cabinets, phone systems and CATV products.

**Anritsu America** 6549, 6551  
15 Thornton Rd., Oakland, N.J. 07436

**Staff:** Hugh Gelger; Bill Fullam; Jerry Scheich; Paul Toste; Terry Cantrell; Mike Ray; A. Taniguchi; S. Iguchi. **Products:** MS2601; MS710; ML4803; MG3633A; MS3606.

**Antenna Technology Corp.** 6406  
1140 E. Greenway St., Mesa, Ariz. 85203

**Staff:** Gary Hatch; Scott Grone; Bill Pryle; Kevin Hatch; Chuck Willman; Jeff LaRoche; Brian Mosher; Sam Levenberg; Jay Rader; Gyle Thornhill. **Products:** Simulcast multi-beam antenna; satellite downlink electronics; \*satellite RF switching system; engineering and field services; \*international services.

**Anton/Bauer** 5013  
One Controls Dr., Shelton, Conn. 06484

**Staff:** Anton Wilson; Joseph Lantonski; Steve McNally; Chris Schurk; Alex DeSorbo; Jeff Crouch; Margot Quinlivan. **Products:** \*Magnum B and 14 high capacity batteries; \*Compac/magnum 13 and 14 v batteries with CMFC fast charger; \*magnum 90 battery—high capacity UTR battery; MP4, MP8 Lifesaver/MicroProcessor fast chargers; lighting kits.

**Anvil Cases** 2110  
P.O. Box 1202, LaPuente, Calif. 91747

**Aphex Systems Ltd.** 6054  
11068 Randall St., Sun Valley, Calif. 91352

**Apollo Lighting, Apollo Audio Visual** 3800  
60 Trade Zone Court, Ronkonkoma, N.Y. 11779  
**Staff:** Linda Alterman; Lori Vartanian. **Products:** Stage studio TV lamps; patterns; V.I.P. SX700; Doctarlux lenses.

**Apple Computer** 5520

**Applied Research & Tech.** 8117  
215 Tremont St., Rochester, N.Y. 14608

**Arben Design** 3906  
600 W. Roosevelt Rd., West Chicago, Ill. 60185

**Arcor Broadcast Products** 1018  
1823 Elmdale Ave., Glenview, Ill. 60025

**Staff:** Charles Coren; Brian Jacquart; Steve Coren; Sean O'Hara. **Products:** Broadcast wire and cable; assemblies; connectors; tools; specialty application products.

**Arrakis Systems** 4052  
2619 Midpoint Dr., Fort Collins, Colo. 80525

**Arriflex Corp.** 5314  
500 Route 303, Blauvelt, N.Y. 10913

**Asaca/Shibasoku Corp. of America** 5152  
12509 Beatrice St., Los Angeles 90066

**ASC Professional Sound Corp./Audio Services/Professional** 9001-9004  
10639 Riverside Dr., N. Hollywood, Calif. 91602

**Staff:** Richard Topham Jr.; David Panfil; Mike Riner; Ron Myers; Bob Young; Joe Guzzi; Matt Coker; Jose Gonzalez; Gwen Madrid; Ahle Kvist. **Products:** \*Bryston 280 B; \*MKH 70 Sennheiser; \*PSC universal microphone supply; \*modupack; \*computerized video monitoring system.

**Associated Production Music** 6438, 6440  
6255 Sunset Blvd., #820, Hollywood, Calif. 90028

**Staff:** Bill Brooks; Jerry Burnham; Cassie Goraieb; Connie Red; Lezlie Mogue; Elizabeth Oei; Jonathan Channon; Tim Hardy. **Products:** Broadcast One production music library; Sound FX-The Library digitally recorded CD's; Coombe library of re-recorded songs; Bruton Gold Classics music.

**AT&T** 3433  
10 S. Riverside Plaza, 12th floor, Chicago 60606

**ATI-Audio Technologies Inc.** 5051, 5053  
328 Maple Ave., Horsham, Pa. 19044

**Staff:** Ed Mullin; Sam Wenzel. **Products:** Vanguard series 8 and 12 mixer consoles; \*SDA200, SMDA200 stereo distribution amp; \*plug-in modules for DA100,000 systems; \*VU200, VU400, VU600, VU800 two-to-eight channel VU and PPM led meter displays; \*MMA800/MLA800 mike or line/four-or-eight-channel amplifiers.

**Audi-Cord Corp.** 4204  
1845 West Hovey Ave., Normal, Ill. 61761

**Audio Accessories** 4810  
Mill St., Marlow, N.H. 03456

**Staff:** Timothy Symonds; Kevin Wilcox; Wendy Kmiec. **Products:** Telephone jacks; jack panels; patch cords; pre-wired audio patch panels; polysand polishing cloth; patch cord holders; video panels and video patching accessories.

**Audio Action** 7101

**Audio Broadcast Group** 4039, 4041, 4045  
2342 S. Division Ave., Grand Rapids, Mich. 49507

**Staff:** David Veldsma; Dave Howland; Greg Stielstra; David Spoelhof; Phyllis Freeman; Bob Bont. **Products:** Studio system for AM, FM, TV audio; studio furniture, on-air console, support equipment; \*Rolling Radio II mobile broadcast studio built in Chevrolet Astro van.

**Audio Developments Ltd.** 1942  
Hall Lane, Walsall Wood, Walsall, West Midlands WS9 9AU, England

**Audio Precision** 3252  
P.O. Box 2209, Beaverton, Ore. 97075

**Staff:** Robert Metzler; Richard Cabot; Bruce Hofer; Robert Wright; Tom Mintner. **Products:** System One audio test set; System One, DSP audio test set; System One dual domain analog and digital audio test set; APP-FM1 software for FM stereo audio proofs; BTSC-1 TV BTSC stereo audio proof package.

**Audio-Technica U.S.** 4214  
1221 Commerce Dr., Stow, Ohio 44224

**Staff:** Ken Reichel; Buzz Goodwin. **Products:** AT835, AT815, AT877 shotgun microphones; AT1031 132 diversity wireless system; AT4071

transformerless externally polarized line and gradient capacitor mic; \*AT825 X-Y stereo microphones; \*boundary microphone.

**Audiopak** 4811, 4812  
1680 Tyson Dr., Winchester, Va. 22601

**Staff:** Nick Krassowski; Gordon Stafford; Rick Yama; Barbara Csanadi; Joseph Kempler. **Products:** Audio broadcast cartridges: A-2, AA-3, AA-4; lubricated audio tape.

**Auditronics** 4542  
3750 Old Getwell Rd., Memphis 38118

**Autogram Corp.** 4806-4808  
1500 Capital Ave., Plano, Tex. 75074

**Staff:** Ernest Ankele Jr.; Jim Laird; Neva White; Delores Ankele. **Products:** Audio consoles: AC-8, IC-10, R/TV-12, R/TV-20; Pacemakers: 648, 828, 1032.

**Automated Business Concepts** 3813, 3814  
10650 Treena St., #201, San Diego 92131

**Automation Associates** 3434

**AVCOM of VA.** 3151  
500 Southlake Blvd., Richmond, Va. 23236

**Avid Technology** 3241  
3 Burlington Woods, Burlington, Mass. 01803

**Products:** Avid/1 media composer.

**Avitel Electronics Corp.** 3006  
3678 West 2100 South, Salt Lake City 84120

**Staff:** Ed Scott; Steve Wade; Chris Cadzow; Paul Treleaven. **Products:** Modular video and audio DAs (3200 series); TPR 1040 time code processor-reader/generator/insert; DDA 1100 digital DA; DJF 2035 digital video jackfield.

**AVR/Audio Video Research** 2035

**AVS** 7009  
66/68, Ave. Paul Signac, Montrevil 93100, France

**B&B Systems** 1116  
28111 N. Avenue Stanford, Valencia, Calif. 91355

**Staff:** William Burnsed; John Bradford; David Bartolone; Kevin Bohn; Ramon Patron; Barbra Sena; Gerard Abeles; Brad Abeles; Polly Burnsed; Kathy Wood. **Services:** Facilities design installation and construction. **Products:** Stereo audio phase and level monitor scopes.

**BAF Communications Corp.** 1564, A152  
16 Bourbon St., Peabody, Mass. 01960

**Staff:** Charles Angelakis; Bob King; Tim Vautrot; Peter Zawistowski; C.P. Foster; Darrell Fichtner; Dale Grover; Jonathan Sherr; David Foederer; Tom Lloyd. **Products:** Radio vans; ENG vans; satellite news vehicles.

**Barbervision** 1901  
1041 N. Highland Ave., Hollywood, Calif. 90038

**Barco Industries** 2944  
1500 Wilson Way, Smyrna, Ga. 30082

**Barrett Associates** 4606  
3205 Production Ave., Oceanside, Calif. 92054

**Staff:** W. Barrett Mayer; Mike Cruz; Ernie Belanger; Walt Adams. **Products:** \*Ramko Research XL series audio consoles with optical linear faders; \*Radio Spook; \*Tascam DA-30 DAT player/recorder and \*644 midi studio.

**BASYS** 1256  
5 Odell Plaza, Yonkers, N.Y. 10701

**Staff:** Harn Soper; Rich Pierceazzi; Jim Cundiff; Richard Darr; Jim Waterman; Mike Casserly; Dave Schleifer; Barry Goldsmith; Richard De Zervos; Dave Lyon. **Products:** \*BASYS Release 10; \*Flux VIP video design and production workstation; \*BASMaster master control automation system; MCS One machine control system; P.E.T. portable editing terminal.

**BCS The Broadcast Store Inc.** 9019-9021  
4525 Valerio Ave., Burbank, Calif. 91311

**Beaveronics** 4740-4748  
8 Haven Ave., Port Washington, N.Y. 11050



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**Beekman Laboratories** 7117  
455 Central Park Ave., Scarsdale, N.Y. 10583  
**Staff:** Stewart Popiol. **Products:** Electron tubes: transmitting, camera, power, vidicons, subminiature; magnatrons.

**Belar Electronics Lab** 4208  
119 Lancaster Ave., P.O. Box 76, Devon, Pa. 19333

**Belden Wire & Cable** 6007-6015  
P.O. Box 1980, Richmond, Ind. 47375

**Belko Konnektor B.V.** 7012  
Hambakenwetering 10, sLierloo-bosch NL-5203, The Netherlands

**Bencher Inc.** 3105  
333 W. Lake St., Chicago 60606

**Staff:** Todd Zimmerman; Mike List; Phil Stoerck. **Products:** Copystands for video transfer, digital transfer and image capture into computer or videotape; \*copymate II stand for cameras.

**Benchmark Media Systems** 1318-1322  
3817 Brewerton Rd., N. Syracuse, N.Y. 13212-3700

**Berry Best Services Ltd.** 1040  
1990 M St. N.W., #740, Washington 20036

**Bext** 8104-8108  
739 5th Ave., #7A, San Diego 92101

**Staff:** Anne DeFazio; Dennis Pieri; Dina Giannone; Robert Boheme; Michelle DeFazio. **Products:** FM exciters: TEX 20, PTX 30, PTX 80, P2/P10; FM amplifiers: PJ 250, PJ 500, T1800, T5000, STL 15 w; stereo generator; TV NS 100 tube type amplifier; FM equipment: \*LC STL systems; \*LCR FM composite receiver; \*SDC stereo generator; \*TB 280. \*TB 360 TV transmitters; \*NS 1000S TV amplifier.

**Beyer Dynamic** 1938, 1940  
5-05 Burns Ave., Hicksville, N.Y. 11801

**Staff:** Paul Murphy; Mike Solomon; Bob Lowig; Tom Parnell; John Cardone; Mike Phillips; Eric Schwartz; Dave Henderson; Kurt Gish; Bruce Martin. **Products:** \*DT 158/159 headset microphone; \*HM560 headworn microphone; \*DT329 lightweight headset mic; \*SHM 20 miniature podium mic; \*MC742 stereo condenser mic.

**BFM/Broadcast Financial Mgmt. Assoc./Broadcast Credit Association** 6825  
701 Lee St., Des Plaines, Ill. 60016

**Bio Electronics Inc.** 9009  
P.O. Box 1468, E. Mockingbird Lane, Corrales, N.M. 87048

**Staff:** Bill Kent; Andre Deutsch; Ray Finch. **Products:** PC-2 character generator; \*SG-2 sync generator; \*TC-3 SMPTE time code generator/reader; EGAOL genlock board for IBM.

**Block Party Enterprises** 6507  
8306 Wilshire Blvd., #1047, Beverly Hills, Calif. 90211

**BMS Inc.** 5108  
7322 Convoy Court, San Diego 92111

**Bogen Photo Corp.** 5948, 5950  
565 E. Crescent Ave., Ramsey, N.J. 07446

**Bogner Broadcast Equip. Co.** 2028  
603 Cantigue Rock Rd., Westbury, N.Y. 11590

**Boonton Electronics Corp.** 1437  
791 Route 10, Randolph, N.J. 07869

**BOW Industries** 9007

**Bowen Broadcast Svc. Co.** 3008  
8343 Lynn Haven Ave., El Paso 79907

**Staff:** Bill Bowen; Santiago Bowen; Bob Magoon; Ronnie Magoon. **Products:** \*TCR-100 canoe guide post; \*TCR-100 sapphire guide post; \*TCR-100 capstan roller.

**Brabury Porta-Pattern** 2518  
15755 So. Highway 169, Olathe, Kan. 66062

**Bradley Broadcast Sales** 6354  
8101 Cessna Ave., Gaithersburg, Md. 20879

**Staff:** Art Reed; Neil Glassman; Bill Ashley; Matt

Laur; Craig Klein; Les Fleming Jr.; Bob Martin; Paula Charrette; Steve Church. **Products:** Telos telephone hybrid products; \*Telos Link hybrid intercom interface; \*Studer-Dyaxis digital audio workstation.

**Bretford Mfg.** 3637, 3639  
9715 Soreng Ave., Schiller Park, Ill. 60176

**Staff:** Bob Redding; Gary Zoeller; Julie Warmolts; Nancy Cross. **Products:** BBUL44/BBULC48 mobile equipment carts; MW projection screens; wood home entertainment furniture; monitors; video security centers.

**Brite Voice Systems** 3203  
Cityline, 555 N. Woodlawn, 1-209, Wichita, Kan. 67208

**Broadcast Asia '90 Entrance, Concourse West 11 Manchester Sq., London, W1M 5AB, England**

**Staff:** Andrew Furness; Virginia Jensen. **Products:** Exhibition and conference for Asian market.

**Broadcast Automation** 8121, 8123  
4125 Keller Springs, #122, Dallas 75244

**Broadcast Electronic Services** 8047  
4668 Monument Point Dr., Jacksonville, Fla. 32225

**Staff:** Tim Derstine; Bev Baergen; Tony Haines. **Products:** Betabox; \*GPI network 410 expander/router for post-production.

**Broadcast Electronics** 4500  
4100 North 24th St., P.O. Box 3606, Quincy, Ill. 62305

**Staff:** Lawrence Cervon; Curtis Kring; Bill Harland; Bob Arnold; Chuck Kelly; Russ Erickson; John MacDonald; Tony Gonzalez; Dave Evers; Tim Bealor. **Products:** Operational FM-35B and other FM transmitter models; mix trak 90 broadcast mixing console; phase trak 90 cartridge machine with auto phase correction; Dura Trak 90 cart machine; FX-50 FM exciter.

**Broadcast Marketing Int'l** 8040

**Broadcast Microwave Services Inc.** 5108

**Broadcast Pioneers Entrance, concourse**  
320 W. 57th St., New York 10019

**Broadcast Products** 6454  
P.O. Box 2500, Elkhart, Ind. 46515

**Broadcast Software** 1203

**Broadcast Technology Partners/FMX** 4551  
FMX, 6721 Clelia Court, Springfield, Va. 22152

**Broadcast Tech. Society/IEEE** 1045, 1047  
clo 9 Quail Hill Court, Parkton, Md. 21120-9633

**Staff:** Otto Claus; Anita Claus; Ralph Justus. **Services:** Membership and standards information.

**Broadcast Video Systems Ltd.** 5041  
40 West Wilnot St., Richmond Hill, Ontario, Canada

**Staff:** Bert Verwey; Randy Conrod. **Products:** \*Masterkey linear keys for on-air, post-production; \*SA102 generator; \*734,735 transcoders; \*BB500/2, \*BB1200 switchers; \*D100 multiformat decoder; DL705 series video delays; Minibox series passive video and pulse delays, video filters; SA103 generators; EN300 encoder; EN350 multiformat encoder; EN450 full broadcast encoder.

**Broadcast Yellow Pages/Media Image Corp.** 1143  
5299 DTC Blvd., #970, Englewood, Calif. 80111

**Staff:** Craig Chambers. **Products:** \*Broadcast Yellow Pages; \*broadcast and cable mailing lists; \*The M Street Journal and Radio Directory.

**Broadcasters General Store** 8016-8022  
2480 S.E. 52nd St., Ocala, Fla. 32671

**Staff:** William Shute; Joanne Shute; David Kerstin; Kerry Kerstin; Chris Shute; Kandy Clark; Barry Thomas; Mike Halleck; Rick Forgus; Todd Harrington. **Products:** \*Hit Design Tailor Dynamic Equalizer; \*Hit Design SMO 900 stereo modulation optimizer; \*California Digital Digimod 2000 opti-mod replacement cards; Sine Systems News Director; \*RFGC-1B dial up remote control; Telos

Systems digital hybrid products; Dolby spectral recording.

**Broadcasting & the Law** 5507  
1 S.E. Third Ave., Miami 33131  
(see Kid's Choice Broadcasting Network, below)

**Bruel & Kjaer Instruments** 8029  
185 Forest St., Marlborough, Mass. 01752

**Staff:** Adrian Weidmann; Lee Furr. **Products:** Series 4000 microphones; \*portable digital (R-DAT) recording system.

**Bryston Ltd.** 6039, 6041  
979 Franklin Lane, Maple Glen, Pa. 19002

**Staff:** John Russell; Martin Bartelstone; Christopher Russell. **Products:** Digital audio control amp (2BLP DACII); BP-1, BP-5 broadcast preamplifiers.

**BSM Systems** 3210  
P.O. Box 19007, Spokane, Wash. 99219

**BSS** 8109

**BSW—Broadcast Supply West** 4046  
7012 27th St., West, Tacoma, Wash. 98466

**Staff:** Irv Caw; Bernice McCaughy; Tim Schwiager; Pat Medued; Ed Longcrier; Jon Ferren; Phil Meadows; Matt Meaney; John Hutson; Jay Ubben. **Products:** Yamaha audio console; Moseley MRC 1620 remote control; audio equipment.

**BTC Test & Measurement Inc.** 1914

**BTS Broadcast Television Sys.** 5808-0156  
2300 South 2300 West, Salt Lake City 84119

**Burk Technology Inc.** 9022  
7 Lomar Dr., Pepperell, Mass. 01463

**Staff:** Peter Burk; Laura Burk; Laura Hagan; Brenda Lagasse; Jeff Merrow. **Products:** TC-8 and ARC-16 transmitter remote control systems.

**Burle Industries** 5024  
1000 New Holland Ave., Lancaster, Pa. 17601-5688

**Cablewave Systems** 4020  
60 Dodge Ave., North Haven, Conn. 06473

**Cal Switch** (see below) 1453

**Calculated Industries Inc.** 1455  
22720 Savi Ranch Parkway, Yorba Linda, Calif. 92686

**Staff:** Steve Kennedy; Tom Corwin; Jill Fowler; Laurie Sevano. **Products:** \*Frame Master and Frame Master plus time code; calculators; Time Master calculator.

**California Switch & Signal** 1453  
13717 S. Normandie Ave., Gardena, Calif. 90249

**Staff:** Gayle Danielson; Jo Ann Brown; Ron Sanderson; Joan Sanderson. **Products:** Custom switch assemblies.

**Calzone Case Co.** 2045  
225 Black Rock Ave., Bridgeport, Conn. 06605

**Staff:** Joseph Calzone III; Vincent Calzone; Tom Mackno. **Products:** \*A/B roll editing system rack mount cases; \*Studio series workstation; custom and standard reusable shipping cases and containers; \*rack mountable workstation.

**Cam-Lok Inc.** 9017  
10540 Chester Rd., Cincinnati 45215-0888

**Staff:** Robert Ramundo; Michael Mitchell; Beverly Wild. **Products:** Electrical connectors, receptacles, power devices.

**Camera Mart** 6330  
456 West 55th St., New York 10019

**Staff:** Jeffrey Wohl; Shimon Ben-Dor; Herbert Browning; John Duggin; Dean Leeson; Ana Maria Sagastegui; Jean Yacobellis; Christian Dam; Ruth Gitto; Steve Gaeta; Jack Kelly; Mark Vargas. **Products:** Sales, rental, systems engineering, service; \*CKM-4 multilevel keyer; Calaway CE-25/75 edit controller; Ikegami HL-55, HC-240 camera/recorder; ADX-03 time code analyzer, read-



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**Camera Platforms International Inc.** A147  
28145 Avenue Crocker, Valencia, Calif. 91355  
**Staff:** Hal Needham; Keith Gillum; Paul Kiank-hoo; Laureen Lange; Mike Tucker; Tim Perry; Derek Church. **Products:** \*Shotmaker camera car/crane; \*Lightmaker solid state HMI lighting ballasts.

**Canare Cable** 3730, 3732  
511 5th St., Unit G, San Fernando, Calif. 91340  
**Staff:** Barry Brenner. **Products:** 75 OHM dual video jacks, plugs.

**Canon USA** 3134  
One Jericho Plaza, Jericho, N.Y. 11753

**Carpel Video** 1153  
429 East Patrick St., Frederick, Md. 21701  
**Staff:** Andy Carpel; Linda Jabs; Jancie Pratt.  
**Products:** Videotape; \*Carpel-O-Peel de-labber.

**Cascom** 1206  
707 18th Avenue South, Nashville 37203

**Case Component Network** 7122

**Case Editing Systems** 7205

**Catel Telecommunications Inc.** 5510  
4050 Technology Pl., Fremont, Calif. 94537-5122  
**Staff:** Ronald Todd; Gerald Lindholm; Walter Markeloff; Carole Pilz. **Products:** ATM-1500 agile TV modulator/D-850 agile TV demodulator; TVS-2000 TV stereo generator; CTM-20 color TV modulator/CTD-10 color TV demodulator; \*CFM-3800 compact FM demodulator; \*TransHub 1 FM to AM fiber optic system; series 3000 modulator.

**CBSI/Custom Business Systems Inc.** 4652  
P.O. Box 67, Reedsport, Ore. 97467  
**Staff:** Wes Lockard; Bob Lundstrom; Al Hopwood; Barbara Simon; Charles Fletcher; Ira Apple; Larry Keene; Jerome Kenagy; Steve Kenagy; Al Alaskson. **Products:** \*Interactive accounting system; \*custom music, music rotation; CBSI traffic, accounts receivable, coop, sales analyzer, payroll; concert music library.

**CCA Electronics** 4442  
P.O. Box 426, Fairburn, Ga. 30213  
**Staff:** Ron Baker; John Binsfeld; Richard Wagner; Bernie Moscow; Gerry Meyer; Ann Marie Baker; Marie Binsfeld; Bettye Trueman; Jerry Henry. **Products:** AM, FM transmitters; \*FM 30G FM exciter.

**CEL Electronics Ltd.** 1006

**Central Dynamics Ltd.** 2052  
147 Hymus Blvd., Pointe Claire, Quebec H9R 1G1 Canada

**Central Precision Optics** 3808

**Central Tower** 6602-6606  
P.O. Box 530, Newburgh, Ind. 47630  
**Staff:** Ray Ryan; Ernie Jones; Terrence Becht; David Davies. **Products:** Towers.

**Century 21 Programming** 4203  
14444 Beltwood Parkway, Dallas 75244  
**Staff:** Dave Scott; Craig Turner; Stuart McRae; Brenda Niemi; John Hicks; Bob Lawrence; Bob Shannon; Ben Freedman; Doug Raines; Brad Young. **Products:** \*GoldDisc three compact disk music libraries; \*PowerPlay music rotation software; \*radio station ID jingles; \*Christmas and holiday CD production library; \*digital studio system with multi-CD changers.

**Century Precision Optics** 3808, 3809  
10713 Burbank Blvd., N. Hollywood, Calif. 91601  
**Staff:** Steven Manios; William Turner; Jeff Giordano; David Contreras. **Products:** Wide angle adapters for video zoom lenses; adapters; macro zoom attachments; slide-to-video transfer device.

**Channelmatic** 6014  
821 Tavern Rd., Alpine, Calif. 92001  
**Staff:** Bill Killion; Dave Castellini; Tom Walsh; Michael Watson; Elizabeth Jagger Muir; Rick Rager; Roger Heidenreich; Rick Durapau; Kent Liday;

Steve Castle. **Products:** Manufacturer of TV equipment for AV switching, program playback, commercial insertion systems; \*PCU-1A programmable clock unit; \*PCU-100A software; \*VSS-100A Handimod II video sync selector switch for Sony 7600 VCR; adcart channel control units: \*CCU-412A, \*CCU-422A, \*CCU-202A, \*CCU-212A, \*CCU-222A; \*system control unit \*SCU-2A; \*ASP-100A adcart PC automatic schedule program software; \*AVS-3221A audio/video switch; broadcaster II automatic videocassette changer.

**Chapman/Leonard Studio Equip.** 8031, A170

**Chariot Manufacturing** A216

**Chlmera** 1015

**Christie Electric Corp.** 1419  
18120 S. Broadway, Gardena, Calif. 90248

**Staff:** Hank Kohnen; Fred Benjamin; Yvonne Murphy; Sonia Nelson. **Products:** \*CASP/2000 and CASP/1000 charger/analyzer; video batteries.

**Chyron Corp.** 1834  
(Chyron, CMX, DSC, Aurora) 265 Spagnoli Rd., Melville, N.Y. 11747

**Staff:** A.O.P. Leubert; Leon Weissman; Isaac Hersly; Roi Agneta; Tom Beams; Larry Mincer; Steve Sloane; Ron Witko; David Buckler; Damon Rarey; Pat Noble; Jim Dodd; Tom Sabiston; Gene Sudduth; Mike Barsness; Ron Wells; Bill Hendler; Bruce Levine; John Starosky; Karl Arnmann; Larry Enroth; Ryad Kahale; Mary Ahern; Bill Reinhart; Jerry Rankin; Eugen Pascal; Katcha Burnett; Ann Merideth; Mike Clark; Ray Steen; Chuck Wacker; Gary Attanasio; Ed Bolger; John Shike; Fred McCoy. **Products:** \*Chyron Scribe INFiNiTi; \*DSC Eclipse; Chyron VP 1, VP2, \*CMX Omni; Chyron SuperScribe; CMX 300; Chyron Scribe Jr.; DSC Illusion; CMX 3600; Chyron ACG; DSC Disc; CMX 6000 P; Chyron 4200; Aurora AU/90; Aurora AU/240; Aurora AU/280; Aurora AU 3DS.

**Cine 60 Inc.** 3129, 3131  
630 Ninth Ave., New York 10036

**Staff:** Paul Wildum; Robert Kabo; Paul Wildum Jr.; Richard Jenkins. **Products:** Rechargeable nickel cadmium battery belts and packs; portable Sun-Gun lighting kits; slide and lock on camera batteries; battery dememorizer/reconditioner; Snap-on camera batteries.

**Cinedco/Ediflex** 1726  
1225 Grand Central Ave., Glendale, Calif. 91201

**Cinema Products** 2124  
3211 S. La Cienega Blvd., Los Angeles 90016

**Cinemills Corp.** 1546  
3500 W. Magnolia Blvd., Burbank, Calif. 91505

**Cipher Digital** 1800  
P.O. Box 170, Frederick, Md. 21701

**Circuit Research Labs** 4656  
2522 W. Geneva Dr., Tempe, Ariz. 85282

**Staff:** Ron Jones; Gary Clarkson; Bruce Mowers; Chuck Adams; Mark Hammer; Gerardo Vargas; William Ammons; Walt Ellis. **Products:** Audio processing for AM, FM, TV; \*Audio Signature four band compressor; \*MBL-100 news/talk AM audio processing system.

**Clear-Com Intercom Systems** 1407  
945 Camelia St., Berkeley, Calif. 94710

**Clipper Products** 6535  
P.O. Box 458200, Cincinnati 45245

**Staff:** Paul Wilhelm; Suzette K. Gilson; Wendy Carr. **Products:** Equipment carts; cases. \*Cart-n-Case carrying case with functional cart built in.

**CMC Technology** 5754, 5755  
2650 Lafayette St., Santa Clara, Calif. 95050-2604

**Staff:** Bill Fitts; James Martin; Fred Koehler; John Lassandrello; Bill Zimborski. **Products:** Replacement video head assemblies for VPR machines; refurbishing of Sony BVH1100, BVH2000 upper drums; refurbishing of quad video head assemblies.

**Coaxial Dynamics** 6816  
15210 Industrial Parkway, Cleveland 44135  
**Staff:** Robert Scott; John Ittel; Joe Kluha; Al Prinz; Bud Chiller; Dave Simons. **Products:** Hi power RF watt meters; panel mounted watt meters; Wattchman transmitter protection.

**ColorGraphics Systems** 3060  
6400 Enterprise Lane, Madison, Wis. 53719

**Products:** Paint and animation system; color correction system; \*mosaic integrated digital paint, animation and real-time disk recorder system; \*2D animation system.

**Columbine Systems** 2522  
1707 Cole Blvd., Golden, Colo. 80401-3215

**Comad Communications Ltd./SIRA** 2448  
1435 Bonhill Road, #34, Mississauga, Ont. L5T 1M1, Canada

**Comark Communications** 5920  
P.O. Box 506, Rt. 308 and Advance Lane, Colmar, Pa. 18915

**Staff:** Nat Ostroff; Stu Kravitz; Jim DeStefano; Andy Whiteside; Ray Kiesel; Dick Fiore Jr.; Byron Fincher; Mitch Montgomery; Mark Aitken; Mr. Ta. **Products:** \*Klystron-equipped UHF TV transmitter with Magic Tee (CTT-U-60SKA); klystron with control cabinet UHF-TV transmitter (CTT-U-70S); klystron equipped UHF TV transmitter (CTT-U-60SK); RF coaxial and waveguide transmission systems and components.

**Combant Technologies** 3439  
1122 Executive Blvd., Chesapeake, 23320-3636

**Staff:** Bob Hoffman; Ron Polomsky; Keith Dresch; George Harter; Mike Head; Dave Headley. **Products:** Wireless cable systems; addressable converters; block downconverter; receiving antennas; scrambling systems.

**Comlux** 9037, 9038  
453 Ravendale Dr., Suite F, Mtn. View, Calif. 94043

**Staff:** Joseph Hawkins; Kenneth Regnier; Anne Hawkins; Ken Pyle; Tony Sharpe; Terry Ambrose; Suzanne Girard. **Products:** System 2000 modular, expandable digital fiber optical system; \*Model 3581/3582 780 Mb/s optical terminal set; \*3803/3804 quad eight-bit video codec.

**Commodore Business Machines** 1048  
1200 Wilson Dr., West Chester, Pa. 19380

**Communication Graphics** 4113, 4115  
313 N. Redbud, Broken Arrow, Okla. 74012

**Staff:** Donna Albright; Richard Lawrance; Jamie Witmer; Fran Zagorin. **Products:** Decals; media folders.

**Compact Storage Systems Inc.** 9000  
9757 Reseda Blvd., #68, Northridge, Calif. 91324

**Staff:** Paul Jemiellita; Betty Leonard. **Products:** Mobile storage systems for videotape and film.

**Comprehensive Video Supply Corp.** 1660  
148 Veterans Dr., Northvale, N.J. 07647

**Staff:** Jules Leni; Elizabeth Coppinger; Michael Lewis; Katherine Bulwin; Jeff Schneider. **Products:** Cue Master; Log Master; \*audio products; \*lighting products; \*power products.

**Comprompter** 6355  
P.O. Box 128, La Crosse, Wis. 54602-0128

**Computer Concepts Corp.** 4040  
8375 Melrose Dr., Lenexa, Kan. 66214

**Staff:** Greg Dean; Rich Habadank; B. Joy Poovey; Donna Greeling; Vicki Dean; Charlie Schollenberger; Grant Cowan; Dana Cheney. **Products:** \*Commercial Management System computer-based digital audio for radio.

**Computer Engineering Associates** 2620  
3922 Vero Rd., Baltimore 21227

**Staff:** Pete Ballard; Paul Keys; Dennis Baumgardner; Jack Lowry; Pat O'Donnell; Brian Macari. **Products:** \*CEA newsroom system; \*Q-TV Mark II interface; \*Word Perfect office automation; \*Lions Gate financial system.



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**Computer Music Consortium** 9006  
**Computer Prompting Corp.** 3137  
 3408 Wisconsin Ave., N.W., #201, Washington 20016  
**Staff:** Dilip Som; Sidney Hoffman; Marty Smith.  
**Products:** \*CPC-1000N IBM PC-based teleprompter; \*CPC-1000D SmartDisplay; Caption-Maker; CPC-1000 SmartPrompter; CPC-2000 SmartPrompter.

**Comrex Corp.** 5214  
 65 Nonset Path, Acton, Mass. 01720  
**Staff:** John Cheney; Lynn Distler; Tom Hartnett; Ian Prowse. **Products:** Telephone interface equipment; frequency extenders; telephone couplers and hybrids; RF IFB systems for ENG, SNG.

**COMSAT World Systems** 3316  
 950 L'Enfant Plaza S.W., Washington 20024  
**Staff:** Bruce Crockett; Betty Alewine; Steve Carroll; Robert Twining; Joanne Tanner; Ray Dongelewicz; Nancy Salvati; Elizabeth Davis; Tish Fonda; Pat Whalen. **Products:** Intelsat K satellite; COMSAT TV service; international satellite services.

**Comtech Antenna** 3002  
 3100 Communications Rd., St. Cloud, Fla. 32769

**COMWAVE** 2904  
 Div. of Comm. Microwave Corp., P.O. Box 69, Mountaintop, Pa. 18707  
**Staff:** Stephen Koppelman; Jim Fisher; Mike Roosa; Stan Hertzberg. **Products:** ITFS/MMDS transmitters, repeaters, and amplifiers, low-power multi-channel transmitter.

**Concept Productions** 4330  
 1224 Coloma Way, Roseville, Calif. 95661

**Conifer Corp.** 1334-1338  
 1400 N. Roosevelt, Burlington, Iowa 52601  
**Staff:** James Clark; Joyce Vance; Charles Brown; Gary Hamilton. **Products:** \*Preamplifiers that interface with existing receive sites; \*QL-1015 downconverter; HLN—ITFS downconverter; QL dual band broadband block downconverters.

**Connectronics Corp.** 1922  
 652 Glenbrook Rd., Stamford, Conn. 06906  
**Staff:** Richard Chilvers. **Products:** \*Video patch panels: PV2020, PV4040; wire and cable; patch bays, patch panels; \*BODGE plugs.

**Conrac Display Products** 5800

**Consolidated Electronics** 1446

**Continental Electronics** 4316  
 Div. of Varian Associates, P.O. Box 270879, Dallas 75227  
**Staff:** Walt Rice; Ken Perkins; Cliff Rogers; Don Crain; Dave Hultsman; John Abdour; Billy Emery; Barry Ariaz; Steve Scholt; Tom Cauthers; Marvin Steelman; Dave Russell; Raul Garcia. **Products:** 813A 500 watt, 814E 1,000 watt solid-state transmitters; AM and FM transmitters, other RF and station equipment.

**Control Concepts Corp.** 2025  
 328 Water St., P.O. Box 1380, Binghamton, N.Y. 13902  
**Staff:** Oral Evans; Patrick Gillette; Sarah Beadle. **Products:** Islatron equipment protection.

**Corporate Comm. Consultants** 2602  
 64 Clinton Rd., Fairfield, N.J. 07006

**Corporate Computer Systems** 8048

**Cortana Corp.** 3734  
 P.O. Box 2548, Farmington, N.M. 87499  
**Staff:** David Stockmar; Evelyn Nott. **Products:** Stati-Cat lightning prevention system; Radial Chaser inspection instrument.

**Corvis Communications** 1417

**Countryman Associates Inc.** 2043  
 417 Stanford Ave., Redwood City, Calif. 94063  
**Staff:** Carl Countryman; Carolyn Countryman; Jay Morse. **Products:** Isomax series microphones;

EMW, TVH lavaliers; EM-301 waterproof mike; type 85 direct box.

**Crosspoint Latch Corp.** 3308  
 95 Progress St., Union, N.J. 07083  
**Staff:** H. George Pires; Terrence Pires; Joe Walsh; Mike Devon; Tom Alexander; Ray Smith; John Lynch; Joe Gares; Sam Costa; Bill Howard. **Products:** \*6129 BHK, \*6901, 6129AHK, 6119YC and 6119 video switchers.

**Crouse-Kimzey** 6652

**Crown International** 1034  
 1718 W. Mishawaka Ave., Elkhart, Ind. 46517

**CTE International** 1446

**Cubicomp Corp.** 6700  
 3566 Investment Blvd., Hayward, Calif. 94545  
**Staff:** Jim Cheever; Peter Franks; Corinne Turner; Al Behr; Peter Shaw; Paul Wagschal; Marty Stein; Laura Luncford; Tony Shoemaker; Terry Edwards; John Trifone; Dick Thornton; Alan Davis; John Rommel; Jim Lanahan; Stephanie Schneider. **Products:** Vertigo 3D animation and graphics systems.

**Current Technology** 9026  
 1400 South Sherman, #202, Richardson, Tex. 75081

**CV Technologies** 1660

**Cycle Sat** 3428  
 119 John Hanson Dr., P.O. Box 309, Forest City, Iowa 50436  
**Staff:** Dick Conner; Loren Swenson; Joyce Steil; Frank Rotta; Tom Mikkelsen; Rebecca Allmon; Richard Leet; Timothy Hedrick; Brian Wilson; Tom Head; Linda Lucht; Mark Cooper. **Products:** Cyclocypher automatic commercial delivery/reception system; "in-house digital equipment for handling spot commercials; satellite delivery/reception of syndicated programming; satellite news vehicles.

**Daniels Publishing Group Inc.** 1534  
 9101 Bond St., Overland Park, Kan. 66214  
**Staff:** Chic Sheehan; Patricia Davison; John Morgan. **Products:** \*Technical reference manuals, equipment buyer's guides for broadcast, video, audio and CCTV industries; sales and rental catalogs for equipment dealers; marketing support services.

**Data Security** 7001, 7003  
 2801 North 27th St., Lincoln, Neb. 68521  
**Staff:** Brian Boles; Jay Judds; Song Sharp; Robert Schultz; Amy Gray; Patricia Clifton; Deborah Eberspacher. **Products:** MP-14, TC-14, tape degaussers; Type II degausser.

**Datacount** 8030  
 P.O. Box 3078, Opelika, Ala. 36803-3078  
**Staff:** Jerry Johnson; Bob Britt; Danny Tankersley; Lora Colley. **Products:** DARTS single and multi-user radio traffic and billing system; SalesCall prospect management system; RateCard.

**Datatek Corp.** 5652  
 1121 Bristol Rd., Mountainside, N.J. 07092  
**Staff:** Bob Rainey; Mervyn Davies; Bob Rainey Jr.; Rick Rainey; Allen Witheridge; Skip Malley; Lyle Bailey. **Products:** D-2400 audio/video routing switcher; D-2000 audio/video routing switcher; machine control systems; audio, video and data distribution equipment; identification of source systems.

**Dataworld** 4456  
 P.O. Box 30730, Bethesda, Md. 20824  
**Staff:** Jack Neff; Bob Richards; John Neff; Hank Brandenburg; Shirley Ostmann; Larry Kessel; Larry Morton; Claude Grech; Bob Warner. **Products:** Databases and computational programs; broadcasting directories, allocation, interference studies; population statistics; \*LPTV detailed interference studies; \*three-second terrain data; \*map-

ping services.

**DBX Professional Products** 4308  
 Div. of AKG Acoustics Inc.  
 1525 Alvarado St., San Leandro, Calif. 94577  
**Staff:** S. Richard Ravich; David Roubesh; Howard Mullinack; David Ogden; Jeff Radke; Rowland Powers. **Products:** \*140X Type II noise reduction system; \*rack package; compressors; de-essers, gates for broadcast production; 563 Hiss Reducer.

**DDA** 8109

**Decision** 1400  
 402 S. Ragsdale, Jacksonville, Tex. 75766  
**Staff:** Bill Waller; Bill Keenan; Luke Vancleave; Harlene Shaw; Jim Godfrey; David Rasco; Randy Gins; Dick Lamoreaux. **Products:** \*IBM power station—RS/6000 computer; Broadcast System III; sales prospect management system.

**Dedotec USA Inc.** 6727  
 210 Westlake Dr., Valhalla, N.Y. 10595  
**Staff:** Paul Pepper; Dedo Weigert; Vance Colvig; Vicky Johnson. **Products:** Dedolight portable optical lighting fixtures; \*DLHM—Dedolight miniature optical lighting fixture; \*DLOB—camera-mounted miniature optical lighting fixture.

**Delcom USA** 3204  
 2344 Perot St., Philadelphia 19130  
**Staff:** Arthur Milanese; Mark Gavigan; Steffen Jung; Peter Strobel. **Products:** \*SAM digital frame store technology for videowalls.

**Delta Electronics** 4518  
 5730 Gen. Washington Dr., Alexandria, Va. 22312  
**Staff:** Joe Novak; John Bissets; Barbara Rinker; Marty Cortis; Ron Wheeler; John Wright; Harry Gardner. **Products:** Stereo noise generator; splat-ter monitor; AM stereo testing equipment.

**Denon America** 1326

**Dept. of Health and Human Services** 1049

**Desisti Lighting** 6100  
 1109 Grand Ave., N. Bergen, N.J. 07047

**DeWolfe Music Library** 2758  
 25 West 45th St., New York 10036

**Di-Tech Inc.** 2954  
 48 Jeffrym Blvd., Deer Park, N.Y. 11729  
**Staff:** Anthony Bolletino; George Petriak; Dan Mazur; Joseph Perullo. **Products:** \*D1 D2 serial routing switcher; audio/video routing switchers; audio/video/pulse/subcarrier D.A.'s; video equalizers; 50 mhz RGB switcher, audio routing and monitoring.

**DIC Digital** 7002, 7004  
 222 Bridge Plaza South, Fort Lee, N.J. 07024  
**Staff:** Kevin Kennedy; Russ Brown; Joseph Martinez. **Products:** Digital audiotape cassettes and pancakes; \*8 mm videotape cassettes and pancakes.

**Dielectric Communications** 4108  
 Unit of General Signal Corp.  
 Tower Hill Rd., Raymond, Me. 04071

**Digital Arts** 1464  
 7050 Convoy Court, San Diego 92111  
**Staff:** Sheldon Liebman; Phil Baffrey; Tom Lockwood; Rob Fierstad. **Products:** DGS; \*DGS/386; DGS Transender.

**Digital Audio & Video** 3742  
 P.O. Box 1986, West Covina, Calif. 91793

**Digital Audio Research Ltd.** 8000-8008  
 (DAR will also exhibit at RKM Sound Studios, Atlanta)  
 6363 Sunset Blvd., #802, Los Angeles 90028  
**Staff:** Jeff Bloom; Bob McNabb; Jeremy Bancroft. **Products:** SoundStation II multichannel digital audio workstation; Optical Disk Subsystem; Wordfit dialog synchronization package.



# Have You Had About All the Local Advertising You Can Take?

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example of the Arbitron commitment to the business of local market television. So when you want local market tools that solve local market problems, turn to the champion who's been at it since 1949. Contact your local Arbitron representative and see how much local advertising you can take.

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**Digital Dynamics Inc.** 7024-7026  
270-02 E. Pulaski Rd., Greenlawn, N.Y. 11740  
**Staff:** Robert Snider; John Zammett; Peter Morone; James McAward. **Products:** ProDisk-464 hard disk based multi-track digital audio recording/editing system; accessories for ProDisk line.

**Digital Equipment Corp.** 1600  
6 Tech Dr., AETI-2/3, Andover, Mass. 01810

**Digital F/X** 5308

**Digital Microwave Corp.** 8000

**DKW Systems** 1115

**DN Labs** 7206

**Dolby Laboratories** 4443  
100 Potrero Ave., San Francisco 94103

**Dorrough Electronics** 5506  
5221 Collier Pl., Woodland Hills, Calif. 91364  
**Staff:** Mike Dorrough; Kay Dorrough; Richard Burden; David Baskin. **Products:** Stereo signal test set, model 1200; loudness meter, model 40-A; \*telecine transfer meter, model-C; \*digital transfer meter, model-D; discriminate audio processor, model 610-A.

**DSI Communications** 1512  
627 Boulevard, Kenilworth, N.J. 07033  
**Staff:** Joseph Giardina; Alfred D'Allesandro; Dave Palitano; Vincent Giardina Jr. **Products:** Studio systems; RF systems; consulting.

**Duggan Manufacturing Co.** 8027  
2570 E. Mira Loma Way, Anaheim, Calif. 92806

**Dwight Cavendish Co.** 3804, 3805  
6444 N. Ridgeway Ave., Chicago 60645  
**Staff:** Marshall Ruehrdanz; Geoff Frost; David Dwight; Carter Ruehrdanz; Kent Kjellgren; Jim Dow; Joe Hollenkamp; Stan Paris; Chuck Schwark. **Products:** Copymaster 250 and Copymaster 500 videocassette duplicators; Copymaster 7000 computer-based quality control station.

**DX Communications** 3113, 3115  
10 Skyline Dr., Hawthorne, N.Y. 10532  
**Staff:** Norman Russell; Koki Matsumoto; Michael Savicki; Bruce Dilger. **Products:** \*DRC 101 data processing terminal and peripheral controller with integrated satellite receiver and tiered node addressing.

**DYNAIR Electronics** 5122  
5275 Market St., San Diego 92114  
**Staff:** E.G. Gramman; Robert Jacobs; Al Wilson; Vern Pearson; Bob McAll; Tom Meyer; Don Reynolds; Kelly Gramman; Kirk Kinley. **Products:** Series 3100: distribution amplifiers; \*fiber optic video terminal equipment; Series 1200: fiber optic video terminal equipment line; \*Dyna Mite alphanumeric display and computer control options to compact 40 mhz routing switcher; Dynasty high performance routing switcher.

**Dynatech Broadcast Group** 6030  
6400 Enterprise Lane, Madison, Wis. 53719  
**Products:** See Alta Group; ColorGraphics Systems; Dynatech NewStar; Quanta Corp.; Utah Scientific Corp.

**Dynatech NewStar** 6030  
6400 Enterprise Lane, Madison, Wis. 53719  
**Products:** Automated newscast production; Leader Election System; Scoreboard Sports Reporting System; Rollcall Personnel Scheduling System; Schoolwatch School Closing Reporting System.

**E-N-G Mobile Systems** 5307  
2950 Cloverdale Ave., Concord, Calif. 94518

**Eastman Kodak Co.** 1905  
Motion Picture/A-V Products  
343 State St., Rochester, N.Y. 14650

**ECHOlab** 6716  
175 Bedford Rd., Burlington, Mass. 01803

**Econco** 5756  
1318 Commerce Ave., Woodland, Calif. 95695  
**Staff:** Debbie Baker; Bill Barkley; John Canevari; Leo Fell; Ray Shurtz; Debbie Storz; John Sullivan. **Products:** Rebuilt power transmitting tubes and klystrons.

**Ediflex/Cinedco** 1726

**Editing Machine Corp.** 6106  
1825 Q St. N.W., Washington, 20009  
**Staff:** Bill Ferster; Nancy Umberger; Fran Prath; Chris Masters. **Products:** Emc2 off-line editing system.

**EDX Engineering** 7103

**EEG Enterprises** 2838-2840  
1 Rome St., Farmingdale, N.Y. 11735  
**Staff:** Ed Murphy; Bill Posner; Bob Dockweiler. **Products:** Line 21 closed captioning equipment; network VBI communications systems; private VBI data transmission systems.

**EEV Inc.** 6310; suite: Omni hotel  
4 Westchester Plaza, Elmsford, N.Y. 10523  
**Staff:** Jack Collard; Mike Kirk; Perry Priestley; Vijay Patel; Peter Fochi; Harry Kozicki; Kees Van Der Key; Rick Bossert; David Wilcox; Heinz Bohlen. **Products:** \*High power UHF TV amplification devices; \*camera tube; mixed field leddicon for ENG-type cameras; vidicons for telecine and caption scanning; power tetrodes.

**EG&G** 5031-5035  
35 Congress St., Salem, Mass. 01970  
**Staff:** Joe Farrell; Ray Radford. **Products:** High and medium intensity aviation; abstraction lighting; tower lighting.

**Egripment BV** 1106

**Elcom Bauer** 1036  
6199 Warehouse Way, Sacramento, Calif. 95826

**Electric Sound & Picture Pty. Ltd.** 6548

**Electro Impulse Lab.** 4305  
116 Chestnut St., P.O. Box 870, Red Bank, N.J. 07701-0870  
**Staff:** Thomas McNicholas; Mark Rubin. **Products:** Dry, forced air-cooled FM dummy loads; RF calorimeters, watt meters and attenuators.

**Electro-Voice** 4618  
600 Cecil St., Buchanan, Mich. 49107  
**Staff:** Ivan Schwartz; Garry Templin; Gary Stanfill; James Stoffo. **Products:** Electro-Voice line of broadcast/production microphones, Vega wireless microphone and intercom systems; Sentry studio monitor speaker systems.

**Electronic Graphics Inc.** 1428

**Electronic Script Prompting** 8039  
6129 Western, Clarendon Hills, Ill. 60514  
**Staff:** Todd Rapp; Frank Warner. **Products:** IBM-based teleprompting systems and monitors; \*lap-top (field) teleprompting systems and monitors.

**Electronics Research** 4013, 4105  
108 Market St., Newburgh, Ind. 47630  
**Staff:** Tom Silliman; Robert Rose; Bill Elmer; Jim Kemman; David Nicholson; Max Brown. **Products:** Antennas; filters; field services, installation, troubleshooting; \*S.M.A. system monitor and alarm.

**Electrosonic** 1424  
6505 City West Parkway, Minneapolis 55344

**Ellis & Watts** 3801, A109  
Dynamics Corp. of America, 4400 Glen Willow Lake Lane, Batavia, Ohio 45103  
**Staff:** Delmar Ellis, Stan Buczek, George Back. **Products:** Television broadcast trailers.

**EMCEE Broadcast Products** 2440  
P.O. Box 68, White Haven, Pa. 18661

**EMCOR Products/Crenlo Inc.** 3064  
1600 4th Ave., N.W., Rochester, Minn. 55901  
**Staff:** Dan Estes; Tom Regnier. **Products:** Modular electronic enclosure systems; console configura-

tions; computer support furniture; emission control EMI/RFI shielded enclosures; packaged blowers.

**Emergency Alert Receiver** 6442  
P.O. Box 20629, New York 10025-1515

**Staff:** Jack Bergman; George Ipolyi. **Products:** Tone alert EBS receivers; SCA receivers (table and portable).

**Energy-Onix** 4744-4748  
752 Warren St., Hudson, N.Y. 12534

**Products:** AM, FM broadcast transmitters; AM NRSC filter.

**Enhanced Systems Inc.** 2437  
6961 Peachtree Ind. Blvd., Norcross, Ga. 30092

**Staff:** Michael Mittel; Barbara Thurman. **Products:** Design, manufacture and marketing of PC-based telecommunications products, including call accounting, remote polling, text messaging, voice messaging, automated attendant, audiotex, interactive voice response and development languages.

**Ensemble Designs** 6614

**Enterprise Electronics Corp.** 6047  
1115 Morningside Pl., Atlanta 30306

**Staff:** Gene Rubin; Rick Braswell; Hal Quast. **Products:** Doppler weather radar systems (DWSR-90CTV).

**The Equipment Broker** 1017

**ERGO-90** 4124  
3076 E. Miraloma, Anaheim, Calif. 92806

**ESD/WSI** 6538  
World Weather Building, 5200 Auth Rd., Suitland, Md. 20746

**Staff:** Terry Hambrick; Ronn Irving; Dennis Stewart; Bob Martinkovic; Jim Menard; Dave Jones. **Products:** \*Advanced WeatherGraphix system; ExpressData, EasyData and \*EasyData 9600 image, graphics and data dial-up service; front end meteorological work station.

**ESE** 6714, 6715  
142 Sierra St., El Segundo, Calif. 90245

**Staff:** Bob Mayers; Brian Way; Jerry Johnson. **Products:** \*Distribution amplifiers; character generators; \*switchers; clocks and timers; time code readers, generators, inserters, comparators; \*auto-fade/black generator; audio level indicators.

**ETI Systems** 7110

**European Broadcasting Center Level 3, West**

**Eventide** 6706  
1 Alsan Way, Little Ferry, N.J. 07643

**Evertz Microsystems Ltd.** 6444  
3465 Mainway, Burlington, Ontario L7M 1A9 Canada

**Excalibur Industries** 6200  
12427 Foothill Blvd., Lake View Terr., Calif. 91342

**Fairlight ESP Pty. Ltd.** 6548

**Faroudja Laboratories** 5938  
675 Palomar Ave., Sunnyvale, Calif. 94086

**Staff:** Yves Faroudja; Isabell Faroudja; Halfon Hammaoui; Ronald Zimbrick; Rich Junget; Mark Silva; Rob Kirkpatrick. **Products:** CTE-3-RGB to NTSC encoder; LD-1 line doubler; CFD-3-NTSC decoder; CTC-2 bi-directional RGB/component transcoder.

**Fast Forward Video** 3143  
18200-C West McDermott, Irvine, Calif. 92714

**FCC/FEMA/NWS** 1057

**Ferno-Washington** 3117  
70 Weil Way, Wilmington, Ohio 45177

**Fiberbilt Cases** 6017  
601 W. 26th St., New York 10001

**Fidelipac Corp.** 4624  
P.O. Box 808, Moorestown, N.J. 08057

**Staff:** Roger Thanhauser; Jack Ducart; Larry La-





**Fodor's World.** A practical travelers' guide, with a look at customs and history.



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**Video Visits.** The people, sights and sounds of the world's most fascinating cities.



**Winter Sportscast.** Covers the full spectrum of winter sports for both doers and watchers.



**etc..., etc...** Lively, offbeat look at places and events not generally in travel guides.



**The Perfect Trip.** A special-interest series, featuring vacation destinations all over the world, shot entirely on location.



**Arthur Frommer's Almanac of Travel.** Interview program. Emphasis on practical advice and getting the best travel values.



**That Video Souvenir.** Funny, original vacation footage: memorable moments in travel captured by amateur video enthusiasts.

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### Travel Channel Sales Offices

Headquarters and northeastern region: New York, NY (212) 603-4512; southeastern region: Washington, D.C. (202) 223-0122; midwestern region: St. Louis, MO (314) 298-6322; western region: Los Angeles, CA (213) 413-7288.

moray; William Franklin; Fred Buehler; Joanne Donahue; Rosemary Jukes. **Products:** Cartridge recorders, reproducers and eraser/splice detector; tapes; \*Audiomax audio broadcast cartridges, cartridge storage.

**Film House 4053**  
230 Cumberland Bend Dr., Nashville 37228

**Staff:** Wayne Campbell; Philip Cheney; Eric Hahn; Nina Rossman; Kay Kinnard; Dave Nichols; Mark Schlicher. **Products:** TV marketing campaigns for radio stations.

**FirstCom 6733**  
Div. of Jim Long Co., 13747 Montfort Dr., #220, Dallas 75240

**Staff:** Jim Long; Cecelia Garr; Bob Jenkins; Roger Dodson; Richie Allen; Janie Autz; Bob Kierszowski; Kathy Tompson; Lew Witz; Cheryl Segall. **Products:** Direct Results Radio Advertising; maximum impact production library; hot ticket radio promotion; digital production library/Music House library/Digifects SFX library; TV commercials for radio stations; jingle/ID radio packages; CDSL sales library.

**Flash Technology Corp. 5612**  
55 Lake St., Nashua, N.H. 03060

**Staff:** Lew Wetzel; Tom Allain; Rick Sullivan. **Products:** High intensity strobe lighting equipment (FTB-205); medium intensity strobe lighting equipment (FTB-301).

**FloriCal Systems 6730**  
Pine Park A-16, 605 NW 53rd Ave., Gainesville, Fla. 32609

**Staff:** J. Moneyhun; T. Buchanan; P. Backer; L. Bailey; D. Doyle; W. Kelley; G. Peters; P. Russell; G. Ruffin; T. Grosbol. **Products:** RGB live scene matting system; \*Validator video/audio level analyzer; \*Showtimer automated TV program run-down sheet generator; \*TimeShifter-Plus flexible net/program tape delay system.

**Focal Press 1946**  
80 Montvale Ave., Stoneham, Mass. 02180

**Staff:** Suzanne Oesterreicher; Karen Speerstra; Bill Lahey; Philip Sutherland. **Products:** Books.

**FOR-A Corp. of America 3522**  
320 Nevada St., Newton, Mass. 02460

**Staff:** David Acker; Rishsi Morioka; Gary Carter; John Margardo; Jeff Gouch; Randall Smith; Mike Hobart; Tetsuya Kawasumi; Sam Linder; Kazuya Hashimoto. **Products:** \*MF-1000 time base corrector with digital effects; audio for video mixer; \*CT-100 component transcoder; \*CVM-400 component video mixer switcher; \*EVM-4300 color corrector event memory system; \*FA-425 U-matic optimized time base corrector; \*FA-700 dual channel S-VHS time base corrector; \*PVM-650 composite switcher; \*VPS-500 integrated digital video mixer; \*VRS-3000 video routing switcher; \*SA-1010 HDTV precision analysis camera; VTW-120 video typewriter; ENC-200 color encoder; VDA-206S video distribution amplifier; digital TBC; color corrector; parallel effects TBC.

**Fort Worth Tower Co. 4730**  
P.O. Box 8597, Fort Worth 76124-0597

**Fostex Corp. of America 2506**  
15431 Blackburn Ave., Norwalk, Calif. 90650

**Frezzolini Electronics 2834, 2836**  
5 Valley St., Hawthorne, N.J. 07506

**Staff:** James Crawford; Jack Frezzolini; Kim Ussher; Jack Zink; Kevin Crawford; Nigel Eardiner. **Products:** Frezzi Mini-Fill lights; Frezzi-Max battery packs; Frezzi Pag automatic chargers; portable power case kit; lighting kits, accessories.

**Fries Engineering 7018**

**Fujinon 1700**  
10 Highpoint Dr., Wayne, N.J. 07470

**Fumeo SpA 1041**

**Future Productions 3201**  
630 9th Ave., #403, New York 10036

**G&M Power Products 3633**  
943 N. Orange Dr., Los Angeles 90038

**Garner Industries 2027, 2029**  
4200 North 48th St., Lincoln, Neb. 68504

**Staff:** Brad Osthus; Robert Bobrowski; Philip Mullin. **Products:** Models 680, 1400, 105 to erase videotape, formats, audiotapes; eliminator 4000 to erase metal particle tape.

**GDI 3026**  
1111 W. El Camino, #109, Sunnyvale, Calif. 94087

**GE American Communications 5722**  
4 Research Way, Princeton, N.J. 08540

**Staff:** W. Neil Bauer; Andreas Georgiou; Fred Cain; Robert Krzyzkowski; Richard Langhans; Edward Campbell; William Fredell. **Products:** Delivery services via satellite.

**GE Lighting 5500-5502**  
Nela Park, Cleveland, Ohio 44112

**Staff:** Mark Gliebe; Sharon Jowell; Barry Price; Julie Contes; David Graham; Horacio Olandim. **Products:** Lamps for stage/studio lighting.

**GE Support Services/RCA Broadcast 5946**

**Gefen Systems 8038**  
5068 San Feliciano Dr., Woodland Hills, Calif. 91364

**Staff:** Hagai Gefen; Jacki Tanzman; Jerry Steckling. **Products:** Soundtch automatic music playback on compact disk; sound effects database with CD playback; automatic cue sheet layout and printing (Trackplanner); automatic dialogue replacement software (Trackwriter); BBC sound effects library.

**Gennum Corp. 7126**  
970 Fraser Dr., Burlington, Ontario, Canada L7L 5P5

**Staff:** Ayman Ghafir; Ian Ridpath; Joseph Varga; Paul Moore; Fumio Ohba. **Products:** GX401, GX414/424/434, GX414A, GX214 Crosspoint ICs; \*GX4201 HDTV Crosspoint IC; \*GM8116/8316 16x1 video multiplexer modules; \*GM8108/8110 HDTV video multiplexer modules; \*10x1 video router switching matrix (HDTV); \*GY4102 fast toggle switch IC.

**Gentner Electronics 5852**  
1825 Research Way, Salt Lake City 84119

**Geocam Corp. 9035**  
P.O. Box 704, Orange, N.J. 07050

**George Foster Peabody Awards R002**  
College of Journalism and Mass Communications, University of Georgia, Athens, Ga. 30602

**Staff:** Worth McDougald; J. Thomas Russell; Barry Sherman; Tom Jackson; Linda Zeagler; Kay Weeks; David Woods Jr.; Myrna Powell; Emily Smith; Julie DuPuy. **Products:** Peabody Awards and University of Georgia information.

**Gepco International Inc. 7005-7007**  
1863 West Carroll St., Chicago 60612

**Staff:** Gary Geppert; Larry Smith Sr.; Larry Smith Jr.; Dave Chapa. **Products:** \*FK type connector; \*breakout box; audio and video broadcast cables; \*N.E.C. required stage and lighting cables; custom cable assemblies for audio and video.

**Getris Images 7119, 7121**  
23 Chemin des Pres, 38240 Meylan/ZIRST, France

**Staff:** Antoine Patte; Bernadette Sinnaeve.

**Ghielmetti of Solothurn 1446**

**Giant Boom Box Industries 4116**  
Division of Streamline, 1216 U.S. 1, North Palm Beach, Fla. 33408

**Staff:** B. Eric Rhoads; Richard Downes; Stephen Butler; Jeff Kornhauser; Derayl Marison; David

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# Radio's Blue-chip Broker

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Nancy Mahlman

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Resnick; Alohalani DeMoss; Richard Freeman.  
**Products:** Giant Money Machine; giant juke box.

**GLW Enterprises** 4225

**GML** 3744  
7821 Burnet Ave., Van Nuys, Calif. 91405

**Staff:** George Massenburg; Jaime Byrd; Cary Fischer; C.J. Flynn; Tom Schlum. **Products:** Video and film post production mixing package; series 2000 console automation environment; \*8900 limiter/compressor; 8200 parametric equalizer; 8300 microphone preamp.

**Gorman Redlich Mfg. Co.** 4902  
257 W. Union St., Athens, Ohio 45701

**Staff:** James Gorman; Judy Gorman. **Products:** EBS encoders, decoders; NOAA weather radios; digital antenna monitors for AM directional arrays.

**Gotham Audio Corp.** 2342  
1790 Broadway, New York 10019-1412

**Graham-Patten Systems** 1654  
P.O. Box 1960, Grass Valley, Calif. 95945

**Staff:** Merv Graham; Mike Patten; Bill Rorden; Jim Ward; Tim Prouty; Laurie Lewis; Bill Hall; Bob Johnson; Kirk Bradford; Murray Beviz. **Products:** \*D/ESAM 800 digital edit suite audio mixer; 600 series edit suite audio mixers; 1230, 1240 series video keying systems; VAMPS video/audio multiplexing system; UTECS unified television equipment control systems.

**The Grass Valley Group** 5830  
P.O. Box 1114, Grass Valley, Calif. 95945

**Staff:** Louie Swift; Richard Brown; Bob Nattwick; Dennis Shelton; Tom Parrish; Dave Mayfield; Randy Hood; Len Dole; Verry Sakai. **Products:** Switchers; digital effects systems; editing systems; audio mixer; routing systems; master control system; terminal equipment; keyer; character generators; paint systems; 3-D graphic systems; digitizers.

**The Great American Market** 5300  
826 N. Cole Ave., Hollywood, Calif. 90038

**Staff:** Joseph Tawil; Andrea Tawil; Rachel Hahn; Bob Gordon; Luis Walsh; Guido Girardi; Barbara Arrigale. **Products:** Access; \*Access Pro; \*Panache lighting control consoles; \*ColorQuik rolling color changer; \*fog machine; color filters; The Great American Pattern; Scene machine modular projection system; scenic projector.

**Grunder & Associates** 1212

**GTE Spacenet Corp.** 1648, A208  
1700 Old Meadow Rd., McLean, Va. 22102

**Staff:** Harry Mahon; Ed Wright. **Products:** Satellite news vehicle; access to G-Star III.

**GTE Sylvia Lighting** 5904  
100 Endicott St., Danvers, Mass. 01923

**H&E Micro-Trak Corp.** 4722  
165 Front St., Chicopee, Mass. 01013

**HL Dalis Inc.** 9051  
35-35 24th St., Long Island City, N.Y. 11106

**Staff:** Stan Marks; Jon Blumenfeld; Merito Bo Soto; Robert Larish. **Products:** Belden wire and cable; Switchcraft; Fluke meters; Neutrick.

**Hallikainen & Friends Inc.** 4202  
141 Suburban Rd., San Luis Obispo, Calif. 93401-7590

**Staff:** Harold Hallikainen; Gerry Franke; Bill Bordeaux. **Products:** \*SAT201 remote satellite dish steering system; \*DRC200 remote transmitter control system; DRC190 multisite programable transmitter remote control system; audio mixers; digital telemetry adapter; computer interface.

**Harris-Allied Broadcast Equip.** 4430  
P.O. Box 4290, 3200 Wismann Lane, Quincy, Ill. 62305-4290

**Staff:** Thomas Yingst; Roy Ridge; Eugene Edwards; Gustavo Ezcurra; Robert Weirather; Frank Svet; Gaylen Evans; Ronald Frillman. **Products:** \*Gates series medium wave transmitters; \*DX-100 digitally modulated medium wave transmitter; \*HT 1FM solid-state transmitter; \*HT 7FM, \*HT 1LS

transmitters; \*TV-60UM klystron; SX-2.5A, HT 25FM, HT 25FM; HT 30HS transmitters; phasor; Sentinel series remote control; FM antennas; TV antennas.

**Harrison by GLW Inc.** 4225  
437 Atlas Dr., Nashville 37211

**Staff:** Tom Irby; Martin Burns; Brad Harrison; Gary Thielman. **Products:** Seriesten fully automated console; TV-4 teleproduction console; Pro-790; AIR-790; AP100.

**HEDCO** 3416  
P.O. Box 1985, Grass Valley, Calif. 95945

**Hi-Tech Furnishings** 3910, 3911  
298 N. Smith Ave., Corona, Calif. 91720-1740

**Staff:** Douglas Kanczuzewski; Penny Russell. **Products:** Custom console.

**High End Systems** 1113

**Hipotronics** 5912  
Routes 22 and 199, P.O. Drawer W, Millerton, N.Y. 12546

**Hitachi Denshi America Ltd.** 2034  
150 Crossways Park Dr., Woodbury, N.Y. 11797

**Staff:** A. Kobayashi; B. Munzelle; F. Scott; K. Sawyer; J. Breitenbucher; G. Nappo; P. Connor; J. Skupien; R. Thalacker; J. Kraus. **Products:** \*SK-F2 broadcast ENG camera; \*Z-One dockable ENG camera; VL-D500 D2 digital composite recorder; SK-F3 dockable EFP camera; SK-F700 CCD camera.

**Holaday Industries** 5049  
14825 Martin Dr., Eden Prairie, Minn. 55344

**Hollywood Film Music Library** 1141

**Hollywood Rental** 3635

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**Hoodman Corp.** 6628  
P.O. Box 816, Hermosa Beach, Calif. 90254  
**Staff:** Mike Schmidt; Bob Schmidt; Lou Schmidt.  
**Products:** TV sun shades.

**Horita** 9012

**Hotronic** 2935  
1875 So. Winchester Blvd., Campbell, Calif. 95008

**Hughes Communications Inc.** 6554  
P.O. Box 92424, Worldway Postal Center, Los Angeles 90009

**Staff:** Jerry Farrell; Jim Ramo; Carl Brown; Gary Myer; Tom Bracken; Ann Mountain; Whit Jackson; Chris Vargas; Larry Chapman; Don Harris. **Products:** Domestic satellite communications services; Video Timesharing Service.

**Hughes Television Network** 1718  
Division of IDB Communications

**Hughey & Phillips** 8107  
2162 Union Pl., Simi Valley, Calif. 93065

**Staff:** Pete Johnson; Bill Miller; Diane Hardy; Dennis Bossi. **Products:** FAA approved obstruction lights; \*medium intensity strobe obstruction light; fall protection devices; guyline ice protection devices.

**Hungerford, Aldrin, Nichols & Carter** Entrance, concourse  
Radio division, 678 Front Ave., N.W., #350, Grand Rapids, Mich. 49504

**Staff:** Clifford Aldrin; Thomas Panik. **Products:** The Hungerford Radio Revenue Report, Television Revenue Report, \*RADAR Report; accounting services, projections, business plans.

**I. Den Videotronics Corp.** 1016  
#204, 9620 Chesapeake Dr., San Diego 92123

**Staff:** T. Hashimoto; Pat O'Rourke; T. Fukuda; Conor O'Donnell. **Products:** \*IP-500 multi-directional TV standards converter; \*IVT-7 TBC/frame synchronizer; IVT-9 Plus multi-format TBC/frame synchronizer.

**IBSS (International Broadcast Support Services)** 1446

**IBSS Canada** 1002

**ICA/Miralite Communications** 9018

**ICA Systems Group** 7006-7008  
2033 M St., N.W., #402, Washington 20036

**Staff:** John Wadle; Frank Ivan; Stan Bretner. **Products:** MCAS-II master control automation system; News Pro news production automation system.

**IDB Communications** 1718  
10525 W. Washington Blvd., Culver City, Calif. 90232

**Staff:** Jeffrey Sudikoff; Peter Hartz; Phil McInnes; Brian Lookofsky; Julie Spira; Dennis Feely; Edward Cheramy; Bob Stevens; William Fisher; Donna Rotunno-Sherman. **Products:** Satellite transmission services; \*Atlantic Express; sports backhaul and distribution.

**IGM Communications** 4612  
4041 Home Rd., Bellingham, Wash. 98226

**Staff:** Carl Peterson; Karl Uppiano; Jim Wells; Jim Wolniakowski; Rick Sawyer. **Products:** Program automation systems: IGM-SC, IGM-MC, IGM-EC audio controllers; Instacart; go-cart 24.

**Ikegami Electronics (USA)** 6216  
37 Brook Ave., Maywood, N.J. 07607

**Staff:** Nick Nishi; Y. Sato; Michael Aiello; M. Rees; K. Koike; Robert Estony; John Chow; E. Clare; M. Cruce; Kevin Goetz; Michael Mackin; Rusty Pafford; M. Fellner; Jerry Brinacombe; Kuniko Yamashiro; John Webb; S. Savitt; R. Zohn; Michael

Malcy; Len Donovan; A. Bedoya; T. Calabro; Mark Adams; Phil Godfrey; John Lynch; Mark Wren; Richard Johnson; N. Takahashi; M. Yoshino; Fred Wright; M. Narumi; A. Keil; C. Orchard. **Products:** Chip and tube-type portable, studio and HDTV cameras; monitors; portable microwave systems; multiple large-screen projection TV systems; wideband encoding systems.

**ILC Technology** 3048  
399 Java Dr., Sunnyvale, Calif. 94089

**Image Video Ltd.** 2910  
705 Progress Avenue, #46, Scarborough, Ontario, M1H 2X1 Canada

**Staff:** Andy Vanags; Allan Petersen; Bob Crowder; James Mitchell; Dave Allamby; Dave Russell. **Products:** \*SDR 128 serial data router; EDAAS extensible distributed architecture automation system; \*Shaw system; video, 9520 video, 9521 audio 20x10 routing systems; \*9540 video, 9541 audio 40x20 routing systems.

**Industrial Acoustics Co.** 6818, 6819  
1160 Commerce Ave., Bronx, N.Y. 10462

**Staff:** Robert Buelow; John Duda; John Costas; Zachary Jaquett. **Products:** Acoustic structures: modular wall panels; doors; windows; sound absorptive modules; HVAC system silencers.

**Innovative Automation** 8113  
3316 19th Avenue S.E., Rio Rancho, N.M. 87124

**Innovative Television Equip.** 5714  
P.O. Box 681, Woodland Hills, Calif. 91365

**Staff:** Bert Rosenberg; Tom Menke; Jim Crawley; Rick Low. **Products:** TV camera support dollies, tripods, pedestals, heads, cranes and accessories; \*Horizon ENG tripods and heads (Models: 300, 400, 500, 600).



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**Innovision Optics** 9032-9033  
1318 2nd St., #31, Santa Monica, Calif. 90401  
**Staff:** Mark Centkowski; Vonnie Brenno; Celeste Eagleston; Keeva Kristal; Mark Skye. **Products:** Lenses for video cameras; \*Mini-Mover portable motion control tables with joystick controller; \*De-doCool high intensity lights.

**Inovonics** 5601, 5603  
1305 Fair Ave., Santa Cruz, Calif. 95060

**Staff:** Jim Wood; Ann Pelz. **Products:** Audio recording, signal processing and instrumentation equipment; FMX System generators.

**Integrated Arts Ltd.** 5354

**Intelligent Resources** 1151

**Intelsat** 1110

**Intelvideo** 6509

42 Arrow Head Dr., Stamford, Conn. 06903

**Interactive Motion Control** 1308

8671 Hayden Pl., Culver City, Calif. 90232

**Intergroup Systems** 6301

**Intergroup Technologies** 2934

**International Tapetronics Corp.** 3422

**ISS Engineering** 6648

**Itelco S.P.A.** 1416

Itelco USA, 1620 W. 32nd Pl., Hialeah, Fla. 33012

**ITS Corp.** 1622

375 Valley Brook Rd., McMurray, Pa. 15317

**Staff:** Robert Unetich; Ronald (Sam) Zborowski; Jeffrey Lynn; David Neff; Charles Ray; David Brooking; Phil Holmes; Donna Bird; Ronald Ogrodowski; Steve Hendren. **Products:** ITS-20A exciter/modulator retrofit upgrade for UHF transmitters; ITS-1640D transmitters; ITS-230A 1 kw UHF

TV transmitter; ITS-10A exciter-modulator retrofit upgrade for VHF TV transmitters.

**The J-Lab Co.** 1146

P.O. Box 6530, Malibu, Calif. 90264

**James Grunder and Assoc.** 1212-1216

5925 Beverly, Mission, Kan. 66202

**Staff:** James Grunder; Jim Bendure; Bob Munznor; Jerry Rankin; Wes Wingfield; Stacy Young; David Little. **Products:** \*YEM's CVS-900B, \*CVS-910, CVS-950A scan converters; \*VSG-2000 digital test signal generator; SG-3000 genlock sync generator.

**Jampro Antennas** 5030

6939 Power Inn Rd., Sacramento, Calif. 95828

**Staff:** James Oliver; Vee Oliver; Alex Perchevitch; Ali Mahnad; Carlos Bouza; Eric Dye; Jimmie Joynt; Al Jason. **Products:** JTC-circular polarized spiral antenna for all bands; JBPC-band pass combining system providing outstanding group delay specification; \*JHPC side-mounted TM penetrator series of antennas; JBPF/JNF-band pass and band reject filters; \*JA/LS low power TV antenna series.

**Jazz Systems** 2850, 2852

809 Wellington St. North, Kitchener, Ontario, Canada N2G 4J6

**Staff:** Brian Cram; Steve Mahon; Chuck Bocan; Bob Grassi; Rick Kozak; Ken Hagsma. **Products:** Jazz digital effects system with \*upgrades: internal chromakey, internal luma-key, transparent dropshadows, dissolve.

**JBL Professional** 2916

8500 Balboa Blvd., Northridge, Calif. 91329

**Staff:** Ronald Means; Mark Gander; Neil Conley; Bill Hamilton; Tom Walter; Steve Romeo; Steve Bartlett. **Products:** \*Control 1 Plus personal monitor loudspeaker; JBL/UREI power amplifiers

(SR6615, SR6630, SR6650).

**Jefferson-Pilot Data Services** 5014

301 S. McDowell St., #500, Charlotte, N.C. 28204

**Staff:** Mike Jones; Doug Rother; John McDonald; Skip Sawyer; Wayne Ruting; Jim Butts; Paul Woidke; Chuck Poel; Susan Whalen; Holly Holmes; Kayla Wills; Bob Livingston; Frances Ryan; Barry Roach; Mary McCormick; Debra Hamme; DeeDee Dorroll; Joshua Wesley; Jerry Littenburg; Rick Lam; Neil Hamilton; Cindi Marshall. **Products:** Bias; JDS 1000/2000; JDS 850: sales/traffic/general accounting systems; \*SALES-line integrated computer system; BIAS LINK, JDS LINK automated log interfaces; NewsData news-room automation; \*data retrieval system.

**Jem-Fab Corp. (JFC)** 6644

**Jensen Tools** 4117

7815 S. 46th St., Phoenix 85044

**Staff:** Linda Capcara; Andrew Smiley; Gary Treiber. **Products:** JTK-87 field engineers kit; \*JTK-5 network maintenance kit; fluke meters; TEK scopes; shipping containers.

**Jonathan Manufacturing Corp.** 3714

**JVC Prof. Products Co.** 3116

41 Slater Dr., Elmwood Park, N.J. 07407

**Staff:** Tom McCarthy; Dave Walton; Shinzo Nakao; Neil Neubert; Mike Yoshida; Jim Turner; Chuck Evans; Dennis Nymeyer; Doug Keltz; Ken Nishioka. **Products:** \*3 FIT, \*3 IT CCD cameras; \*triaux system; S-VHS-C ENG system; S-VHS duplicator; special effects generator; professional DAT system; RGB frame capture camera.

**K&H Products—Porta-Brace** 6055

Box 246, N. Bennington, Vt. 05257

**Staff:** Marjorie Robertson; Ken Barry; Bob Howe.

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**Kahn Communications** 4410  
425 Merrick Ave., Westbury, N.Y. 11590

**Staff:** Leonard Kahn; Ruth M. Kahn; Doc Masoomian; Dominic Bordonaro. **Products:** \*POWER-talk; AM stereo; POWER-side; GOOD n LOUD; FLATTERER.

**Kalamazoo Tech. Furniture** 9052

**Kangaroo Video Products** 2945  
10845-C Wheatlands Ave., Santee, Calif. 92071-2856

**Karl Heitz** 5916, 5918  
34-11 62nd St., Woodside, N.Y. 11377

**Staff:** Karl Heitz; Laval Nixon; Evelyn Quinones; Donna Carter. **Products:** \*Gitzo 380 fluid head; \*Gitzo 480, \*580, 680 fluid and counter-balanced heads; Gitzo Pro Reporter tripod.

**Kavours** 1628, A212  
6301 34th Ave. South, Minneapolis 55450

**Kay Industries** 4051  
604 North Hill St., South Bend, Ind. 46617

**Keystone Communications** 2957-2959  
303 East South Temple, Salt Lake City 84111  
**Staff:** Bruce Hough; Blaine Colton; Irene Escardo; Robert E. Wold; Keitha Fairhurst; Tom Fabian. **Products:** Satellite services.

**Kids' Choice Broadcasting Network** 5507  
2001 N. Mercy Dr., #108, Orlando, Fla. 32808  
**Staff:** Norman Wain; Matthew Leibowitz; Robert Weiss; Robert Bruton; Debbie Leibowitz; Peter Yarrow; Bill Henslee; Tish Henslee; Vicci Marrero; Billy Cook; Vince Turner. **Product:** Satellite-delivered 24-hour children's programming.

**Kings Electronics Co.** 3133, 3134  
40 Marbledale Rd., Tuckahoe, N.Y. 10707

**Staff:** Robert Dock; Frank Dallago; Ed Lagarto; Fred Della Iacono; Henry Pessah. **Products:** Video connectors, video jackfields; GBRS component jack fields, patch cords; terminations; video, component patch cords.

**Kintronic Labs** 6638  
P.O. Box 845, Bristol, Tenn. 37621-0845

**Klark-Teknik Electronics Inc.** 8109, 8111  
30-B Banfi Plaza N., Farmingdale, N.Y. 11735

**Staff:** Jack Kelly; Chris Fichera; Sam Spennachio; Dave Talbot; Phil Clarke; Dave Neal. **Products:** DDA DCM232 in line post-production console; signal processing; Milab microphones; BSS audio processing.

**Kline Towers** 8034, 8036, suite at Omni  
P.O. Box 1013, 1225 Huger St., Columbia, S.C. 29202

**Staff:** B.H. Kline; J.C. Kline; Furman L. Anderson Jr.; David E. Monts; Lewis A. Foreman Jr.; Raymond C. White; Anthony J. Fonseca. **Products:** Towers; space frame structures; antenna structures; tower engineering, inspection and maintenance services.

**Knowledge Industry Publ.** 9010

**Knox Video Products** 3060  
8547 Grovemont Circle, Gaithersburg, Md. 20877

**Staff:** Philip Edwards; Roland Blood; John McElwee. **Products:** IMAGR I: integrated MAP graphics system; K40S microfont.

**Laird Telemedia** 2350  
2424 South 2570 West, Salt Lake City 84119

**Staff:** Earl Gray; Dimitri Chernyshov; Mark Lee; Diana Laird; Randy Steele; Tom Lang; Mike Schueder; Randy Scott; Gary Bates. **Products:** Legend character generator line; 1450 character generator; CG-7000 character generator; VC-2000 video corrector; \*Legend—LTL entry level C.G. to Legend line.

**Lake Systems Corp.** 1712

**Larcan Communications Equipment Ltd.** 1634

**LaserDub Inc.** 1044  
1929 Main St., #106B, Irvine, Calif. 92714

**Staff:** Roger Nicholson; Dave Rubenstein; Bobble Brazzell; Val Bratu; Al Sturm. **Products:** \*Model LD-2000 laserdisk to VHS high speed videocassette duplication system.

**Laserex Inc.** 8050

**LDL Communications** 1634  
14440 Cherry Lane Court, #201, Laurel, Md. 20707

**Staff:** Jim Wilson; Charles Coyle; Ray Tattershall; Ernie Mayberry; Bob Palmer; Jeff Clarine; Dave Hill; George Patton; Clyde Turner; Paul Dickie. **Products:** VHF solid state transmitters; low wind load VHF TV broadcast antennas; FM panel antennas; FM combiners; broadcast towers.

**LEA Dynatech** 6030  
12516 Lakeland Rd., Santa Fe Springs, Calif. 90670

**L.E. Nelson Sales Corp./Thorn EMI** 3147-3149  
5451 Ukiah Cr., Las Vegas 89118

**Staff:** L.E. Nelson; B.A. Nelson; Jodi M. Nelson; Dan Imfeld; Clive Salmon; Marion Rimmer; John Rimmer. **Products:** \*1200 W PAR64 CID Mark II lamp; tungsten halogen lamps; HMI lamps.

**Leach Microwave Systems** 7108

**Leader Instruments Corp.** 3012  
380 Oser Ave., Hauppauge, N.Y. 11788

**Lectrosonics** 8043, 8045  
P.O. Box 15900, Rio Rancho, N.M. 87174

**Staff:** John Arasim; Lell Arasim; Larry Fisher; Bruce Jones; Paul Baughman; Shari Clark; Gordon Moore. **Products:** Pro-Mini ENG wireless microphone system; H-185 plug-on transmitter; Pro-4-Mini four-channel EFP/ENG wireless mic system; DR185 diversity receiver; Pro-4 four-channel rack-mounted wireless systems.

**LEE Colortran** 5452  
1015 Chestnut St., Burbank, Calif. 91506-9983

**Staff:** Kenneth Boyda; William Liento; Nicholas Mallis; Paul Sherbo; Bob Dente; Steve Surratt; Lin Bedard; Eugene Saltzman; David Tearle; Paul Roscorla. **Products:** \*ENR dimming series; \*STATUS 12/24 or 24/48 control console; \*5/50 Series Ellipsoidals; Prestige 3000 Plus, 2000 Plus and 1000 Plus; Scene Master 60 Plus.

**Leitch Video of America** 3516  
825K Greenbrier Circle, Chesapeake, Va. 23320

**Staff:** Gary Stephens; Neta Stephens; John Walter; Jean Walter; Mike Duckworth; Cynthia Odom; Tom Odom; Anita Hester; Paul Gertner; Dan Friel; Jill Friel; Mike Gardner; Paul Jenkins; Judy Jeffries; Charles Goodwyn; Cathy Sharp; Robert Lehtonen; Wendy Lehtonen; Stan Moote; Cherie Moote; Strath Goodship; Kan Tam; Gus Choo; David Brown; Janet Brown; Garry Newhook; Ursula Newhook; Michel Proulx; Don Jackson; Wayne Hammerschlag; David Strachan; Richard Kupnick; Joanna Kupnick; John Brook; Geoff Snell; Doug Patterson; Ralph Noller; Aaron Frank; Homer Hull; Bill Jarchow; Joanne Winkler; Paul Lines; Kathy Lines; Keith Emmons; Arline Emmons; Dick Lipson; Ray Goudreau; Dwight Wilcox; David Wilcox; Ellen Packard; Paula Bowen; Charles Patterson; Bob Henson; Ellen Henson.

**Products:** \*SPG-1302 D2 sync pulse generator; \*1300SI source ID module for SPG-1300N and SPG-2600N; \*SPG-2600N NTSC modular sync pulse generator; still file; \*ADA-883 stereo audio distribution amplifier; ADA-816 unbalanced audio distribution amplifier; \*DFS-3002N D2 frame synchronizer; \*UDT-5700 up/down counter for Leitch master clock system.

**LEMO USA** 2949  
335 Tesconi Circle, Santa Rosa, Calif. 95406

**Lenco Inc.** 2334

**Leonetti Co.** 9028

**Staff:** Geoffrey McCarron; Thor Sundby; Frank Leonetti. **Products:** \*Sunray 12K fresnel; \*Sunray 2500 w PAR HMI.

**Leukemia Society of America Inc.** 6654  
733 Third Ave., New York 10017

**Staff:** Larry Jannello; Larry Vanderveen; Marc Marsan; Marty Siederer; Tom Gibson; Jim Murphy; Wallie Dunlap; Carmine Melignano. **Products:** Society will dispense information on fundraising TV show, *The Televent*, and on educational materials available to broadcasters.

**Lexicon** 2452  
100 Beaver St., Waltham, Mass. 02154

**Light Sales Inc.** 8055  
1901 Carroll Ave., San Francisco 94124

**Lighting Methods** 3445  
1099 Jay St., Rochester, N.Y. 14611

**Lightning Eliminators & Consultants** 5027  
6687 Arapahoe Rd., Boulder, Colo. 80303

**Staff:** Hans Dettmar; Ralph Auer; Ray Naish. **Products:** \*Spine Ball Ionizer, lightning protection system; Dissipation Array system for lightning prevention; rechargeable Chem-Rod grounding electrodes; surge and transient preventers.

**Lindsay Specialty Products** 7102  
50 Mary St. West, Lindsay, Ont., Canada K9V457

**Staff:** Neil Evans; Michael Dowling. **Products:** UHF/VHF TV transmitting antennas; RF power dividers; RF diplexers; STL antennas; antenna systems engineering.

**Lipsner-Smith Co.** 2049

**Listec Video Corp.** 5042  
30 Oser Ave., Hauppauge, N.Y. 11788-3809

**Staff:** Jack Litter; Joanne Camarda; Tom Miller; Janet Watt; Jim Lucas; Chris Lambert. **Products:** \*A-50000-NET LAN based computer prompting system; A-5000 prompter display device—\*PAL version; A-6000 desktop personal prompting program; A-5500 scrollbox electronic field/studio prompter; \*A-5200 simplicity dedicated digital prompter; A-2000 series on-camera prompter displays.

**Lites** 9015  
7022 Sunset Blvd., Hollywood, Calif. 90028

**Logitek Electronic Systems Inc.** 4750  
3320 Bering Dr., Houston 77057

**Louis Hurtubise** 7204

**Lowel-Light Mfg. Inc.** 6210  
140 58th St., Brooklyn, N.Y. 11220-2516

**Products:** Lighting equipment accessories and kits.

**LPB** 4512  
28 Bacton Hill Rd., Frazer, Pa. 19355

**Staff:** Edward Devecka; John Tiedeck; Richard Burden. **Products:** Signature III audio consoles; low-power AM transmitters; studio furniture; audio processors; distribution amplifiers.

**LTM Corp. of America** 2608  
11646 Pendleton St., Sun Valley, Calif. 91352

**Staff:** Gilles Galerne; Herb Breiting; Ginny Hart; Beth Gillet Nardin; Jean Galerne; Laura Maurel. **Products:** HMI lighting fixtures, 200-12,000 w; miniature incandescent Fresnel line; carbon fiber microphone booms.

**Lyon Lamb V.A.S.** 1540

**M&R Data Services Inc.** 8101-8105  
2205 First St., #111, Simi Valley, Calif. 93065

**Staff:** Michael McGill; Warren Srole; Peter Lowten; Jeff Comer; Bibian Campbell. **Products:** Symphony series of advanced video editing systems; electronic newsroom; Ensemble and Ensemble Plus PC-based kit editing systems; RF-manager line of transmitter remote control systems.

**\*M/A-COM MAC Inc./M/A-COM Inc.** 2152  
5 Omni Way, Chelmsford, Mass. 01824

**Staff:** Luis Barzana; Norman Cheng; Carl Guastaferrro; George Hardy; Terry Kennedy; Dan McCarr



thy; Don Sicard; Ron Yokes; Tom Leonard; Eddie Misrahi. **Products:** \*MA-K, \*MA-23VX, MA-18CC, MA-23CC microwave and video radios.

**Macronvision** 7123  
700 El Camino Real E., #200, Mountain View, Calif. 94040

**Staff:** Bill Krepick; Scott Spielman; Peter Wontor.  
**Products:** VEW-200 recordable video scrambling system; pay-per-view anti-taping technology.

**Magni Systems** 1026  
9500 SW Gemini Dr., Beaverton, Ore. 97005

**Staff:** Victor Kong; Paul McGoldrick; John Judge; Greg Sorenson; Ed Kiyoi; Rich Lyons; Quent Nelson; Keith Holzmagel; JoAnn Waddell; John Dudley; Eileen Tuuri. **Products:** VGA Producer—PAL version; genlockable PC-to-video encoder; Creator Software custom signal programming software; Y/C waveform/vector displays; staircase input for 500 Series monitors; video test and measurement equipment.

**Magnum Towers** 6712, 6713  
9370 Elder Creek Rd., Sacramento, Calif. 95829

**Staff:** Lawrence Smith; Jeff Styler; Athel (Pete) Smith; Ron Smith; Michaeline Smith. **Products:** AM, FM, TV microwave towers.

**Manhattan Production Music** 6618  
311 West 43rd St., #702, New York 10036

**Staff:** Ron Goldberg; Norman Chesky; Dan Burke.  
**Products:** MPM production music library.

**Marconi Communication Inc.** 1825  
1930 Isaac Newton Sq., #201, Reston, Va. 22090

**Staff:** Simon Frazer; Philippa Awcock; John White; Ed Marble; Rick Tyrrell; Trevor Bond; Tony Barber; Peter Rich. **Products:** B3410-03 digital line array telecine; \*remote broadcast monitor system; Newshawk SNG.

**Mark Tech** 7014

**Marti Electronics** 4400  
P.O. Box 661, Cleburne, Tex. 76033-0661

**Staff:** M.E. MacClanahan; George Marti; Selene Nix; Dan Rau; Rick Neace; William Colindres.  
**Products:** Remote pickup transmitters and receivers; studio/transmitter links; \*bi-directional radio telephone service equipment; \*PA-48 Marti four-inch full parabolic antenna; MCS-800 companding system for noise reduction on RPU equipment.

**Mastercraft Woodworking Corp.** 7109

**MATCO** 3641  
427 Perrymont Ave., San Jose, Calif. 95125

**Staff:** David Harbert; Rita Harbert; William Meyer.  
**Products:** \*MA-201 automated playback system; MA-204 automated playback multi channel; MA-300 tape duplication control systems.

**Matthews Studio Equipment** 2720  
2405 Empire Ave., Burbank, Calif. 91504

**Staff:** Ed Phillips; Carlos DeMattos; Richard Hansen; Atex Torres; Fred Farish; Lilly LaRocco; Tom Nunziaia; Terry Walters; Tae Watanabe; Bob Nettmann. **Products:** \*Desert dolly; \*candor bracket; \*survival kit; \*grip helpers; remote control camera head; tulip II.

**Maxell Corp. of America Professional/Industrial Products** 2248

**Maze Broadcast** 1150  
P.O. Box 100186, 3855 Rock Ridge Rd., Birmingham, Ala. 35210

**Staff:** Rick Maze; Vira Maze; Rick Shinn; Tami Shinn. **Products:** Used broadcast TV and video equipment.

**McCurdy Radio Industries** 5322  
108 Carnforth Rd., Toronto, Ontario, Canada M4A 2L4

**Staff:** Paul Hudson; Murray Porteous; Omar Fat-

tah; Rick Fisher; David Richardson; Michael Guthrie; Daniel Kupiec; Cyril Machado; Wilson Yau. **Products:** Intercom system; audio consoles; audio distribution systems; audio test sets; multi-bus television automation systems.

**MCL** 6207  
501 S. Woodcreek Rd., Bolingbrook, Ill. 60439-4999

**McMartin** 4429  
201 35th Ave., Council Bluffs, Iowa 51501

**Media Computing** 3540-3544  
3506 East Meadow Dr., Phoenix 85032

**Staff:** Michael Rich; Kathryn Hulka; Larry Baum; Jane Elliott; Janet Goodman; Ray Harris. **Products:** Angis election/news graphics system for character generators; T.E.N. newsroom automation software; \*PROtec programable remote control system.

**Media Concepts** 8119, A105  
P.O. Box 7037, Rocky Mt., N.C. 27804

**Media Summit** Entrance, concourse west

**Media Touch Systems** 1200  
50 Northwest Dr., #11, Salem, N.H. 03079

**Staff:** John Connell; Paul Guttman; Peter Kovaleski; Duke McLane; Dick Walsh. **Products:** OpLOG, OmniPlay software packages; DAMS digital audio mass storage.

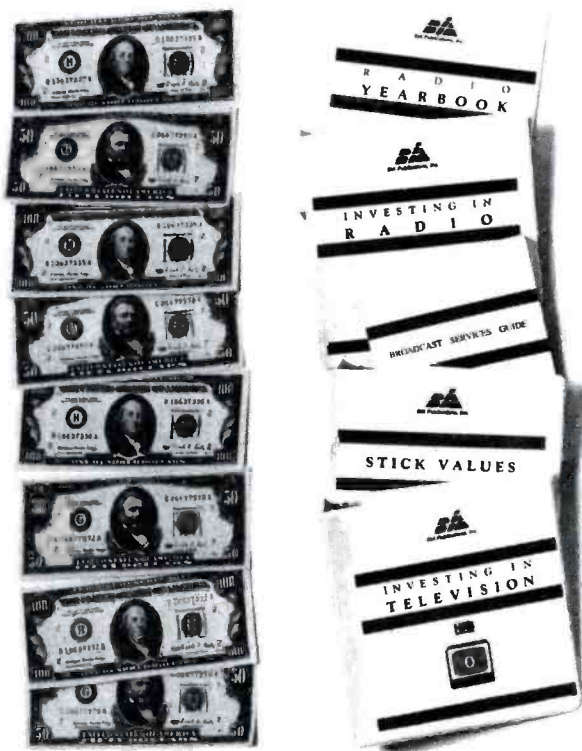
**Merlin Engineering Works** 2100  
1888 Embarcadero Rd., Palo Alto, Calif. 94303

**Merlin Snell & Wilcox** 1041

**Micro Communications** 2728  
P.O. Box 4365, Manchester, N.H. 03108-4365

**Staff:** Thomas Vaughan; Dennis Heymans; Jim Stenberg; Walter Pries; Jennie Allen. **Products:** \*UHF, FM isolators; \*UHF-TV dual channel combiner; \*LPTV multi-channel combiner; articulated

# The End The Means The Story



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flex waveguide; Micro-Switcher microprocessor controller.

**Microdyne Corp.** 1433, 1435  
491 Oak Rd., Ocala, Fla. 32672

**Staff:** George Bell; Chuck Brewer; Ken Harple; Tom MacAllister; Al Gillingham; Bill Holderby.  
**Products:** \*Broadcast satellite receiver BOR 1; \*LPTV receivers, modulators; SPCP equipment; stereo, audio and data display using SPCP equipment.

**Micron Audio Products Ltd.** 6727  
210 Westlake Dr., Valhalla, N.Y. 10595

**Staff:** Paul Tepper; Dennis Schleaf. **Products:** Wireless microphone systems; \*MDR-150, MDR-550 miniature space diversity receivers; TRAM miniature electret microphones.

**Micron Tool-Canmate** A222  
3111 S. Park, Tempe, Ariz. 85282

**Microsonics Inc.** 1439  
60 Winter St., Weymouth, Mass. 02188-3336

**Microtime** 5740  
1280 Blue Hills Ave., Bloomfield, Conn. 06002

**Staff:** Larry Weiland; Robert Lambdon; Michael Salzarulo; Joe Wellman. **Products:** \*3D digital video effects system; FS-10, FS-8 frame synchronizers; ImagePlus graphic system; AB effects system; \*DVE.

**Microwave Networks Inc.** 8114

**Microwave Radio Corp.** 2960  
847 Rogers St., Lowell, Mass. 01852

**Staff:** Eric McCulley; David Erikson; Paul Obert; Bob Morrisette; Dan McCarthy; George Hardy; Gary Becknell; Mert Knold; Mark Merrill; Carl Gustafiero. **Products:** Microwave communications equipment; \*Prostar 1371, 13MR portable transmitter and receiver at 13 ghz; \*Prostar TMR portable receiver.

**Midwest Communications Corp.** 3234, A126  
One Sperti Dr., Edgewood, Ky. 41017

**Staff:** David Barnes; Brad Nogar; Jay Adrick; Vince O'Connell; Fred Wood; Lloyd Hicks; Bob Johnston; Pete Rightmire; Tom Beal; Jeff Steier. **Products:** \*Computer video converter; \*DPS-265 four-field synchronizer; flyaway satellite news system; automatic satellite locator; antenna; mobil video production vehicle; video production switchers; tablet and stylus matte drawing system; video audio and control signal routing system; color encoders; component transcoder; color correctors; digital video terminal equipment.

**Milab** 8109

**Miller Fluid Heads (USA)** 6204  
410 Garibaldi Ave., Lodi, N.J. 07644

**Staff:** Grant Clementson; Mark Clementson; Art Kramer. **Products:** Fluid heads, tripods, camera support accessories; \*30 series II, 50 series II fluid heads.

**Minolta Corp.** 3119-3123  
101 Williams Dr., Ramsey, N.J. 07446

**Staff:** Charles Monahan; John McCasland; Dan Schirage; Mike Preston; Kirk Naruse.

**Mitsubishi Elec. Sales** 162W  
800 Cottontail Lane, Somerset, N.J. 08873

**Staff:** Paul Bogan; David Bright; Phi Callahan; Rob Freedman; Terry Hans; Tadashi Hiraoka; Clint Hoffman; Doug McElroy; Russ Novy; Tom Patermitt; Alan Richards; Jeff Ross; Rich Williams. **Products:** SVHS VCR's; projectors; printers; monitors.

**Mobile-Cam Products** 5352  
340-F Vernon Way, El Cajon, Calif. 92020

**Modulation Sciences** 4802, 4803  
115 Myrtle Ave., Brooklyn, N.Y. 11201

**Staff:** Eric Small; Bob Ross; Dick Monahan. **Products:** \*ModMinder modulation monitoring unit; VMate remote control interface for Textronix VM700; Stereo Maxx audio spacial image enlarger; multichannel TV sound equipment; FM Sidekick, DATA Sidekick SCA generating systems.

**Mohawk Wire & Cable** 1457

**Mole-Richardson Co.** 5600  
937 North Sycamore Ave., Hollywood, Calif. 90038-2384

**Montreux International TV Symposium** Level 3, east

**Moseley Associates** 4336  
111 Castilian Dr., Santa Barbara, Calif. 93117

**Staff:** Jamal Hamdani; Dave Chancey; Patty Eckles; Don Holm; Dan Barnett; Terry Mehr; Vince Mercadante; Kelly Barry; Liz Alesman. **Products:** PCL 6000 series frequency agile STL; PCL 606 STL for high RF environment; RPL 4000 remote programing link; \*MRC 1620 remote control with TaskMaster20 PC control options; \*MRC2 remote control with Master Controller PC options; \*Program Multiplex and SCA products.

**Motorola Inc./AM Stereo** 4704  
1216 Remington Rd., Schaumburg, Ill. 60173

**Staff:** Steve Kravitz; Ken Kohlman; Jane Bates. **Products:** C-Quam AM stereo exciters, modulation monitors; communications and electronics equipment; Motorola DSP.

**MSE Video Tape Services** 8057  
5921 E. Sheila St., City of Commerce, Calif. 90040

**Staff:** Jeffrey Shafer; Martin Schorr. **Products:** Videotape; tape formats from 3M and Ampex.

**Musco Mobile Lighting Ltd.** A167  
Hwy. 63 South, P.O. Box 73, Oskaloosa, Iowa 52577

**Staff:** David Crookham; Jerome Fynaardt; Leann Wilsey. **Products:** Musco light.

**Myat Inc.** 6706

**MZB/GRAY** 2500  
6221 N. O'Connor, #110, Irving, Tex. 75039

**Staff:** Dick Bock; Bill Bickley; Mardema Ball; Kelly Hawes; Tom Smith; Chris Waddell; Travis Carter; Kevin McDuff; Houston Harding; Chuck Balding. **Products:** Distribution, representation of professional video/audio manufacturers; quotations, consultation.

**Nady Systems** 6505  
6701 Bay St., Emeryville, Calif. 94608

**Staff:** Howard Zimmerman; Michael Barrett. **Products:** Wireless microphone systems; communications products.

**Nagra** 2128  
19 West 44th St., #715, New York 10036

**Nalpak Video Sales** 1401  
1937 C Friendship Dr., El Cajon, Calif. 92020

**Narda Microwave Corp.** 5757  
435 Moreland Rd., Hauppauge, N.Y. 11788

**Staff:** Robert Johnson; Joe Amato; Brian Radke; Mike Harris; Mike Zeenah. **Products:** RF radiation meters; portable RF power meters; waveguide and coaxial components.

**National Association of College Broadcasters (NACB)** 1051  
Box 1955, Brown University, Providence, R.I. 02912

**Staff:** David Bartis; Carolyne Allen; Dara Goodman; Glenn Gutmacher; Steve Klineberg; Jay Hirschorn; Jeff Southard. **Products:** Membership; U-NET radio and TV satellite network; *College Broadcaster* magazine.

**National Child Safety Council** 6827  
1850 N. Greenville Ave., #168, Richardson, Tex. 75081

**National Guard Bureau** 6826  
NGB-ARP-RRM  
5109 Leesburg Pike, #401A, Falls Church, Va. 22041-3201

**National Photonics** 7013

**National Supervisory Network** 7022

**Nautel Maine Inc.** 4144  
201 Target Industrial Circle, Bangor, Me. 04401

**Staff:** Jorgen Jensen; David Grace; Phil Bean. **Products:** \*AM transmitters (\*AMPFET ND 25/50 25 and 50 kw; ND 1, 1kw).

**NEC America** 1524

*Broadcast Equipment Division,*  
1255 Michael Dr., Wood Dale, Ill. 60191

**Staff:** Joe Engle; S. Ikeda; M. Mitsui; Jim Trumpp; Greg Hamlin; Mac Burleson; J. Iredell; G. Stoner; A. Ito; G. Partridge. **Products:** \*PCN 1430 SSH/1 SS VHF TV XTR; \*SP-30, \*NC-120, EP-3 CCD color cameras; digital effects system; S.S. recorder; UHF-VHF TV XTR.

**Nemal Electronics** 7203  
12240 NE 14th Ave., North Miami, Fla. 33161

**Staff:** Benjamin Nemser; Katharine Nemser; Paul Leonard; Lisa Mondello. **Products:** \*Precision audio and video cables; \*multipair audio snake cable; \*RF coaxial crimping tools; \*custom audio panels.

**Neotek Corp.** 8118, 8120  
1154 West Belmont Ave., Chicago 60657

**Staff:** Craig Connolly; Laura Chase; Tom Der. **Products:** Elite multitrack recording console; Essence ADR/Foley/workstation console.

**Network Music** 4220  
16935 West Bernardo Dr., #100, San Diego 92127

**Neutrik USA** 6610, 6612  
195-S3 Lehigh Ave., Lakewood, N.J. 08701-4527

**Staff:** James Cowan; William Dorman; Kenneth Smalley. **Products:** Audio XLR connectors, gooseneck, adapters, speaker connectors; A1 audio analyzer; TT402A audio test and measurement; digital message repeater (Infomatic); Pro-Fi professional RCA plug.

**Neve** 4152  
Berkshire Industrial Park, Bethel, Conn. 06801

**Staff:** Barry Roche; Anthony Langley; Geoffrey Langdon; Rick Plushner; Tom Semmes; Nige Toates. **Products:** VR series console; 66 series consoles; VRP post production console; 51 series broadcast console; Mitsubishi digital audio recorders.

**New England Digital** W-161  
49 North Main St., White River Junction, Vt. 05001

**Staff:** Bradley Naples; Mark Terry; Frank Sullivan; David Hartley. **Products:** \*PostPro SD; \*Synclavier 6400 work station; MIDInet processor/patchbay.

**NewsMaker Systems** 8052

**Nielsen Media Research** 1545  
Nielsen Plaza, Northbrook, Ill. 60062

**Nikon** 3031  
623 Stewart Ave., Garden City, N.Y. 11530-4763

**Norpak Corp.** 3915  
10 Hearst Way, Kanata, Ont. K2L 2P4 Canada

**Nova Systems** 2922  
50 Albany Turnpike, Canton, Conn. 06019

**NPR Satellite Services** 6545  
2025 M Street N.W., Washington 20036

**Staff:** William Bean; George Gimourginas; Robert Gaudian; Brian Brillhart; Lorna Schmidt; Jim McEachern; Ralph Woods; Ken Murray; Mark Murphy; Greg Monti; B. Morse. **Products:** Interconnection services: fixed and transportable uplinking; SPCP audio transmission; downlinking; digital fiber-optic radio channels; service to Westar IV, Galaxy II, Satcom IR.

**Nurad** 2810  
2165 Druid Park Dr., Baltimore 21211

**Nytone Electronics** 3054  
2424 South 900 West, Salt Lake City 84119



**O'Connor Engineering** 5930  
100 Kalmus Dr., Costa Mesa, Calif. 92626

**Staff:** Chad O'Connor; Thomas Breneisen; Bill Honsaker; Rick Tatlow; Joel Johnson. **Products:** \*Ultimate 10-30 fluid head; models 30, 50, 100 fluid heads; tripods; cases and camera support products; aeroped pneumatically assisted pedestal.

**Odetics** 5704  
1515 South Manchester Ave., Anaheim, Calif. 92802

**Ogilvy & Mather Public Affairs** 1053

**OKI Electric/SAECO International** 3806  
1122 East Chevy Chase Dr., Glendale, Calif. 91205

**Staff:** Stan Paris; Tony Cadavid; Carmen Cadavid; Eric Newman; Ken Yamakawa; Tony Sasaki; Tatsuo Yamauchi; Nori Ouchi. **Products:** OKI LT 1250 compact TV standards converter; OKI L5 2000 digital TV standards converter with MVSTM.

**Olesen** 2618  
1535 Ivar Ave., Hollywood, Calif. 90028

**Omicron Video** 2953  
21822 Lassen Street, #L, Chatsworth, Calif. 91311

**Staff:** Kimi Akiyama; Jamie David; Kenji Suet-sugu. **Products:** Computer gen-lock systems (Omni-gen 711, 721); model 481 transcoder.

**Omnimusic** 4343  
52 Main St., Port Washington, N.Y. 11050

**Optical Disc Corp.** 3415  
17517-H Fabrica Way, Cerritos, Calif. 90701

**Optima-Electronic Packaging Systems** 7112, 7114  
2166 Mountain Industrial Blvd., Tucker, Ga. 30084-5088

**Staff:** Karen Van Duren; Don Southwell; Ron Hall;

George McIlwraith; J.M. O'Connor; Mike Maxfield. **Products:** Electronic enclosures; Intermas from AEG.

**Orban** 4308  
Division of AKG Acoustics Inc., 645 Bryant St., San Francisco 94107

**Staff:** Robert Orban; David Roudebush; Howard Mullinack; David Ogden; Jeff Radke; Rowland Powers. **Products:** \*400 transmission limiter; Optimod AM, FM, TV, HF systems; Rx signal restoration and enhancement processor; compressor/limiters, equalizers, processors.

**Orion Research** 4152  
with NEVE, 4650 W. 160th St., Cleveland 44135

**Staff:** Richard Hajdu; George Stage; Dan Kageff; Don Sullivan; John Mave. **Products:** NewsMaker software-based audio console for TV.

**OSRAM Corp.** 6518  
110 Bracken Rd., Montgomery, N.Y. 12549

**Staff:** Paul Caramagna; Dave Olsen; Steve Henry; Bill Bradley; Gary Newman; Bob Brill. **Products:** HMI 123 single-ended lamps; HMI 400, 575, 1200, 2500 W/SE; HMI 1200 W/PAR.

**Otari Corp.** 4352  
378 Vintage Park Dr., Foster City, Calif. 94404

**Pacific Radio Electronics** 9045  
1351 Cahuenga Blvd., Hollywood, Calif. 90028

**Pacific Recorders & Engineering Corp.** 4130  
2070 Las Palmas Dr., Carlsbad, Calif. 92009

**Staff:** Jack Williams; Eilyn Williams; Anders Madson; Michael Uht; Sandra Berenics; Vince Basse; Steve Keating. **Products:** Radiomixer, BMX Series II, III, Newsmixer, Stereomixer consoles; STX series stereo television consoles; AMX, ABX multi-track production consoles; Tomcat and micromax

cartridge recorder/reproducers; Dolby SR for broadcast; peripheral system equipment.

**Paco Electronics USA** 6726  
1842-B W. 169th St., Gardena, Calif. 90247-0000

**Paltex International** 1734  
2752 Walnut Ave., Tustin, Calif. 92680

**Panasonic Broadcast Systems** 2534, A141  
One Panasonic Way, Secaucus, N.J. 07094

**Panasonic Communications & Systems** 2534, A141

**Pansophic Systems Inc./Graphics Products** 3140

2400 Cabot Dr., Lisle, Ill. 60532

**Staff:** John Glascock; Bill Byrnes; Leslie LeFaive; Carol Benassi; Geoff Comrie; Mike Krulik; Judy Amiot. **Products:** Nimble; Studio Works; Infinity.

**Panther Corp. of America** 6822  
4242 Lankershim Blvd., N. Hollywood, Calif. 91602

**Staff:** Florian Grandenath; James Elias. **Products:** Electro mechanical, programable Super Panther Dolly; motorized Mini Panther Dolly; Lightweight Dolly and Jib arm; HMI lights.

**Patch Bay Designation Co.** 1346  
P.O. Box 6278, Glendale, Calif. 91225

**Staff:** Scott Lookholder; Charlie Schuler. **Products:** Patchprints: custom labeling; inserts for rear-illuminated button switches.

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**Peerless Sales Co.** 3821  
1950 Hawthorne, Melrose Park, Ill. 60160

**Penny & Giles** 6804  
2716 Ocean Park Blvd., #1005, Santa Monica, Calif. 90405

**PEP Inc.** 5700  
25 West 54th St., New York 10019

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Don Russell,  
Lisa Shearing.  
Standing:  
David Unger,  
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**Perrott Engineering Labs** 2939  
7801 Lee Hwy., Falls Church, Va. 22046

**Staff:** Bill Mallon; Elton Bowers; Bob Clutter; Bill Aylor; Virginia Tygesen; John Stead; Ron McKay.  
**Products:** \*Dual mini light; \*piggyback carrier for 8P90's; \*pouch pak; \*BP 90/A; \*BP90/A clip on.

**Pesa Electronics S.A.** 2708  
6073 N.W. 67th St., #C-4, Miami 33015

**Philips Components/Discrete Products Division** 5512-5518  
2001 W. Blue Heron Blvd., P.O. Box 10330, Riviera Beach, Fla. 33404

**Staff:** J. Brooke-Stewart; B. Beurgens; J.M. Jansen; G. Metz; G. Murphy; W. Schmidt.  
**Products:** \*Depressed collector PDS klystron; \*CCD color video module; camera tubes.

**Phillips Lighting Co.** 1352, 1354  
P.O. Box 6300, Somerset, N.J. 08875

**Staff:** Paul Lienesch; Richard Scott; Mark Scott; Bob Loewy; Earnie Wright; Harris Walker; Nick York; Tom Worley.  
**Products:** MSR lamps, dimmable.

**Phillips TV Test Equipment** 1914  
Kornmarksvej 21-23, DK-2605 Brøndby, Denmark

**Staff:** Steen Andersen; Scott Martin; John Terry; Ole Plett; Poul Wachmann; Gary Thursby; Preben Hejberg.  
**Products:** Video products: Vectorscopes, video test signal generators, SPG's, color encoders, VITS generators, color analyzers; TV modulators; demodulators; TV sound modulators; \*PM 5664 component/composite waveform monitor; \*PM 5643 M-NTSC component/composite test signal generator.

**Pinnacle Systems** 2101  
2380 Walsh Ave., Santa Clara, Calif. 95051

**Pinzone Comm. Products** 1558  
14850 Cross Creek Park, Newbury, Ohio 44065

**Pittsburgh Int'l. Teleport** 6709  
P.O. Box 14070, Pittsburgh 15239

**Staff:** George Sperry; Bill Hyder; Maria Grgurich; Tony Guerrieri; Terry Guerrieri.

**Pivotelli U.S.A.** 7116  
Grant Products Inc., 25 Commercial St., Box 560, Medford, Mass. 02155

**Staff:** Kenneth Liebman; Sandra Lappin.  
**Products:** \*Triple wall and ceiling mounts; \*double monitor mounts; \*single monitor and VCR mounts; \*universal stereo speaker supports.

**Potomac Instruments** 4406  
932 Philadelphia Ave., Silver Spring, Md. 20910

**Staff:** Guy Berry; Cliff Hall; Dave Harry; Don Nash.  
**Products:** Directional array antenna monitors; audio test system; automatic remote control system; frequency synthesizer, coherent detector; UHF, VHF field strength meters; modulation and power controller; synthesized AM monitor receiver; program audio analyzer; programable transmitter controller; remote control system software.

**Practel Sales International** 9048-9050  
35 Jacobsen Cres., Holden Hill, South Australia

**Staff:** Neville Woodcock; John Stankovich; Hessel Baartse; Mike Young.  
**Products:** \*Serial data control router (RS422, RS232, GPI); distribution amplifiers; series 4000 routing switcher; ENG, SNG systems; active video isolators; \*Audio Monitor Bridges; camera support equipment.

**Premier Digital Corp.** 8061

**Premier Metal Products Co.** 6334  
16641 Orange Way, Fontana, Calif. 92335

**Staff:** Tom Grant; Albert Chabanel; Stan Kwasnicki.  
**Products:** \*Legend Series video products; consoles; enclosures; racks; accessories; production equipment; power distribution; cooling fans; blowers.

**Prime Image** 7010  
19943 Via Escuela, Saratoga, Calif. 95070

**Staff:** Chuck Motta; Jim McKay; Bill Hendershop;

Bobbie Hendershop; Keith Moeller; Jim Aldrich.  
**Products:** TBC, TBC sync; S. Series TBC and TBC sync; \*7.5 mhz series; \*TBC/freeze.

**Pro-Battery** 3125-3127  
3941 Oakcliff Industrial Ct., Atlanta 30340

**Staff:** Neal Zucker; Eugene Sherry; Geoff Boden; Dave Smith; Joe Latiolais; Ron Rathbone.  
**Products:** Power packs; battery belts; chargers; batteries; rebuilding services.

**Pro Co Sound/Pro Division** 3109  
135 E. Kalamazoo Ave., Kalamazoo, Mich. 49007

**Staff:** Jeff Garstick; Jerry Smelker.  
**Products:** AmeriQuad, MasterMike. Communicator brand mic cables; Monoface, Multiface series audio interface units; Kwik fixers; patchbays, patch cables; wall plates.

**The Production Garden Library** 1054  
2411 NE Loop 410, #132, San Antonio, Tex. 78217

**Staff:** Mel Taylor; Mitchell Markham.  
**Products:** Music production libraries.

**Professional Design Products** 1948/1950  
531 Fifth St., Unit E, San Fernando, Calif. 91340

**Staff:** Douglas Fessler; Ron Alcorn; Richard Thompson; Tom Hoban.  
**Products:** Peterson Yellow Jacket; Meltrix connectors; Cam-Lok connectors, connector panels; Coleman cable; professional design product cable assemblies.

**Professional Label Service** 1020

**Profit Plus Software** 8041  
2300 Bridgeway, Sausalito, Calif. 94965

**Staff:** George Yhraes; James Smith; Suzanne Page; Shawn Wale; Philip Page.  
**Products:** Traffic Plus radio traffic commercial scheduling and accounting system; \*Barter Plus trade accounting and billing program.

**Progressive Image Technology** 2938, 1060  
120 Blue Ravine, Rd. #2, Folsom, Calif.

**Staff:** Mark Menz; Mike Moore; John Bolteri; Randy Johns.  
**Products:** Video Charley PC genlock and character generator; SuperGen 2000S Amiga genlock SVHS; Whackit YC688 to SVHS transcoder.

**Prompt Corp.** 8116

**Promisc Inc.** 9036  
6555 NW 9th Ave., #303, Fort Lauderdale, Fla. 33309

**Staff:** Alain Leroux; John Parry; Chris Stone; David Winters.  
**Products:** Production music libraries.

**Q-TV** 2234  
104 East 25th St., New York 10010

**Staff:** George Andros; Jim Greenfield; John Maffe.  
**Products:** QCP Mark I & II, IBM PC ComputerPrompter simultaneous edit and scroll; VPS-600 LT ComputerPrompter program for laptop computers; FDP-9 flat panel prompter (under 10 lbs.); nine-inch, 11-inch, 15-inch on-camera prompting systems; VPS-100, VPS-300 prompting systems; closed captioning systems.

**QEI Corp.** 4300  
P.O. Box D, Williamstown, N.J. 08094

**Staff:** Charles Haubrich; William Hoelzel III; John Pilman; Jeff Detweiler; Eric Eckstein.  
**Products:** FM transmitters; exciters; control system; CAT-LINK STL/TSL operating display (\*available for TV stereo, auxiliary channels, T1 phone line use); 691 modulation monitor/test set; \*BTT-500 exciter/transmitter; \*synchronized FM exciter system.

**QSI Systems** 3034-3038  
12 Linscott Rd., P.O. Box 2176, Woburn, Mass. 01888

**Staff:** Alfred Smilgis; Joan Smilgis; Peter Smilgis; Richard Smilgis; Ed Ricciardi; John Martin; John Ferrara; Mike Dollacker; Virgil Sayre; Fran Valenti.  
**Products:** 3000 safe area generator; \*2000 Demod Turner; 5400 sync processor; \*3100 portable safe area generator; 5700 automatic video switch-over; \*6100 AGC meter; 2048 satellite IFB system; \*7700 portable color bar generator.

**Quality Video Supply** 2933  
76 Frederick St., Hackensack, N.J. 07602

**Quanta Corp.** 6030  
2440 South Progress Dr., Salt Lake City 84119  
**Products:** \*Delta-1 Plus character generator.

**Quantel** 1134  
655 Washington Blvd., Stamford, Conn. 06901

**Staff:** George Grasso; Jeff Meadows; Richard Taylor; Dave Dever; Dave Scammell; Tom Carrigan; Bill Aitken; Peter Owen; Janice Haigney; Paul Fletcher; Jim Longstreth; Tom McGowan; Larry Biehl; Ken Ellis; Dave Weekes; Dave Saadatmandi; Kelly Murphy; Dale Fry.

**Quickset International** 5048  
3650 Woodhead Dr., Northbrook, Ill. 60062

**R-Columbia Products Co.** 3000  
2008 St. Johns Ave., Highland Park, Ill. 60035

**Staff:** I. Rozak; Ed Hill.  
**Products:** headphones, headsets: wired and wireless intercom headsets; broadcast, cameraman, Ultralight headsets; \*long-range wireless intercom headsets; IFB telephone system; telephone, sports, special purpose headsets.

**Radiation Systems Inc./Satcom Technologies** 3100  
4325 River Green Parkway, Duluth, Ga. 30136

**Staff:** Marvin Shoemaker; Ray Heaton; Dan Landreth; Richard Gormick; Barbara Manker; Chris McCleary; Steve McCullough; Richard Thomas; Russ Hagerthey; Jim Travis.  
**Products:** Series 5000 earth station controller; model 240KV SNV antenna; dual band satellite TVRO systems; C and Ku-band uplink systems; transportable uplink systems.

**Radio Computing Services** 8024  
One Chase Rd., #206, Scarsdale, N.Y. 10583

**Staff:** Andrew Economos; Lee Facto; Dan Allen; Bill Webber Jr.; Kenny Lee; Elliot Mazer.  
**Products:** \*The Listener song and commercial recognition system; \*Radioline computerized telephone response system; \*Selector music scheduling system (version 12); \*Master Control "paperless" studio.

**Radio Design Labs** 6646  
P.O. Box 1286, Carpinteria, Calif. 93013

**Staff:** Jerry Clements.  
**Products:** ACM-1 AM noise monitor; POD-U-LAR console system; Multipan mixer; STA-1 electronic matching transformer; STA-3, STA-6 mono power amplifiers; STM-1 microphone preamp; STP-1 variable attenuator; STD-1 divider/combiner network; STF-5 fixed speaker pad. \*STM-2 ENG/mic preamp.

**Radio Express** 4809  
3575 Cahuenga Blvd. West, #390, Los Angeles 90068

**Staff:** Tom Rounds; Barbara Rounds; Camille Carr-Ramirez; Isabelle Cajfinger; Carmen Ketola; Christina Romero-Sweeney.  
**Products:** American Top 40; American Country Countdown; Hot Mix; How Do They Do That?; Musical Starstreams; America's MusicMakers; Maximum Impact; The Best Jingles; HitDisc; The British Invasion; Monterey Pop Radio Concerts; The Rolling Stones 25th; digital and compact disk production libraries; Generation III; Golddisc; Laser Lightning; Don Elliot—The Legend.

**Radio Systems** 4903  
110 High Hill Rd., P.O. Box 458, Bridgeport, N.J. 08014-0458

**Staff:** Daniel Braverman; Michael Sirkis; Gerrett Conover; Paul McLane; Paul Plotnick.  
**Products:** RS series consoles; RS DAT machines; broadcast DAT recorder/player; audio distribution amps; stereo turntable preamplifier; TM studio timers.

**Ram Broadcast Systems** 6820  
346 W. Colfax St., Palatine, Ill. 60067

**Staff:** Ron Mitchell; Fred Ekins; Mike Roche.  
**Products:** SX series on-air console; SAS 32000



summing audio routing switcher; Telcom C4 noise reduction system.

**Rampart Cases** 7020  
4 Harmon Dr., Chews Landing, N.J. 08012

**Staff:** Harry Powers; Steve Gola. **Products:** Transportation cases: ATA Traveler Defender, Transall lines; \*Rugged line.

**Rangertone Research** 1952  
115 Roosevelt Ave., Belleville, N.J. 07109

**Staff:** George Zazzali; Lenny Dickstein; Gary Neyer; Laszlo Katona; Dan Zazzali. **Products:** Comb. and portable telecine systems; studio projector; dual dubbers.

**Rank Cintel** 3156  
704 Executive Blvd., Valley Cottage, N.Y. 10989

**Staff:** Colin Brown; Colin Ritchie; Eddie Heywood; Charlie Morganti; Neil Kempt. **Products:** \*Gallery PhotoCall; \*Slide File II; \*Cloud File; MkIII HD HDTV flying spot telecine; Gallery 2000 still image management system; digital flying spot telecine; CCD telecine.

**Rea Electronics** A221

**Reach Electronics/Vectronix** 5908, 5910  
Box 308, Lexington, Neb. 68850

**Staff:** Mike Sutton; Joe Taft; Eddie Howerter. **Products:** \*VIP III monitor pager; \*RPND-10 numeric display pager; PS-9000 message center; \*silent dispatch center; \*RPTD-4 tone only display.

**Recortec** 2557  
275 Santa Ana Ct., Sunnyvale, Calif. 94086

**Rees Associates** 2037  
4200 Perimeter Center, #245, Oklahoma City 73112

**Staff:** Frank Rees; Bill Yost; Leroy James; Walter Gregg; Namer Kaim; Philip Pipal; Ralph Blackman. **Products:** Developmental, planning and architectural services.

**Register Data Systems** 2512

P.O. Box 1246, Perry, Ga. 31069

**Staff:** Lowell Register; Janice Register; Richard Spruill; Thomas Mead; Debby Reeves. **Products:** RDS Traffic Master I-IV, \*RDS Traffic Master 2000; RDS Music Master; RDScan Ratings Analysis.

**Research Technology Int'l.** 2049

4700 Chase Ave., Lincolnwood, Ill. 60466

**Staff:** Tom Tisch; Tom Boyle; Ray Short; Larry Beilin; Bret Warren; Jonathan Banks; David Tucker; Howard Bowen; Steve Little; Bill Wolavka. **Products:** Videotape and test equipment; \*Tapechek D-11 dropout counter; \*bulk video pancake analyzer (4150); \*conveyorized magnetic tape degasser (V-110); videotape evaluator/cleaners; film cleaning system.

**RF Technology** 2612

16 Testa Pl., South Norwalk, Conn. 06854

**Staff:** Pat Bradbury; Chris Kallay; Grady Jackson; Bill Dumm; Dale Larsen; Chris Lay; Bernard Lovatt; Chuck Bobbins; Drew Lance; Peter Coyle. **Products:** \*RF Pathfinder central receive antenna system with remote control; \*RF-ACC automatic chrominance corrector; \*RF-FOM-13 fibre optic link system; \*RF-Quadscan central receive horn antenna system for ENG applications; \*RF-C series miniature portable microwave systems; UPL series transmitters; miniature portables (03 series); 400/1500 series portable systems; RFL series fixed links; low noise and power amplifiers; antenna systems.

**Richardson Electronics Ltd.** 2844-2848

40W267 Keslinger Rd., LaFox, Ill. 60147

**Staff:** Larry Broome; Elaine Phillips; Dick Thomas; Hector Munoz; Chris Cane; Bill Burton; Rich Ermolovich. **Products:** Camera tubes; power grid tubes/rectifiers for AM, FM, TV, SW; power grid tubes/planar triodes for UHF translators/transposers, transmitters; cavity amplifiers for FM,

VHF, UHF applications; cathode ray tubes.

**RIFA-Lite, USA** 6727

**Rockwell International** 1924-1930

Box 568842, Dallas 75356

**Staff:** Les Fisher; Joe Cullinane; Bill Shurtleff; Jerry Brown; Steve Liese; Tim Krause; Mort Katz; Dennis Massey; Russ Bagley; Joe Blake. **Products:** Video codec; digital microwave transmission.

**ROH/Anchor Audio** 6430

913 W. 223rd St., Torrance, Calif. 90502

**Rohde & Schwartz** 5408

4425 Nicole Dr., Lanham, Md. 20706

**Staff:** Scott Elkins; Matt Straeb. **Products:** Spectrum analyzer; power meters; signal generators; radio monitoring/field strength receivers; TV demodulators; video analyzers (PAL, NTSC); video generators (PAL, NTSC, SECAM); timing analyzer; video noise meter (PAL, NTSC); broadcast station video monitoring system.

**Rohn** 6400

P.O. Box 2000, Peoria, Ill. 61656

**Staff:** Ken Cordrey; Larry Grimes; Phil Metcalfe; Fred Hardee; Verle Miller; Mike Fleissner; Don Rohn; Tom Rohn; Tim Rohn. **Products:** Guyed towers; self-supporting towers; equipment shelters.

**Rosco Labs** 1808

36 Bush Ave., Port Chester, N.Y. 10573

**Staff:** Stan Miller; Jim Meyer; Jeff Flowers; Rob Rowlands; Roger Claman; Stan Schwartz; Richard Dunham. **Products:** Stage pin connectors; studio floor tiles; color correction and diffusion filters; projection patterns; cinefoil; fog simulation systems; video paints.

**Roscor Corp.** 6524, A183

1061 Feehanville Dr., Mt. Prospect, Ill. 60056

# WARNING:

## FAILURE TO VISIT OUR BOOTH CAN LEAVE YOU SERIOUSLY UNBALANCED.

### MINOLTA NAB SHOW BOOTH # 3119, 3121, 3123

**Ross Video** 5304  
500 John St., Iroquois, Ont. K0E 1K0, Canada  
**Staff:** John Ross; John Barker; Jim Millard; Jack McQuigge; Dick DeBeradinis; Eric Goodmurphy; Jan Mills; Tom Mackereth; Don McElheran; Louise Laframboise. **Products:** Production switchers; RVS 210A, RVS 216A, RVS 416, \*RVS 424 (24 input, 2MLE).

**Royal Television Society** Level 3, west  
c/o K. Schaefer & Associates  
2001 K St., N.W., #902, Washington 20036

**RRN Inc.** 9034  
One Madison Ave., #27A, New York 10010-3604  
**Staff:** Tony Niskanen. **Products:** The 69 Cent/Dollar Promotion; RRN Shopping Show System; \*Mike McDaniel Presents: A Year of Great Promotions; \*Flashfacts System dining guides; \*Flashfacts System radio maps.

**RTNDA** 6705  
1140 Empire Central Dr., #240, Dallas 75247

**RTS Systems** 2624  
1100 W. Chestnut St., Burbank, Calif. 91506  
**Staff:** Doug Leighton; Bob Smith; Dave Brand; Gene Behrend; Bill Neighbors; Kim Murphy; Linda Rico; Karen Hultgren; Stan Hubler; Ed Fritz. **Products:** Programmable user station (BP325, MCE325); modular intercom user station (MRT327); series 2100 wireless intercom; series 2200 wireless IFB.

**Sachtler Corp. of America** 1610

**SAIC/IDS** W163, A109

**Samson Technologies Corp.** 6542  
485-19 S. Broadway, Hicksville, N.Y. 11801

**San Francisco Satellite Ctr.** 3913, 3914  
1833 Willow Pass Rd., #100, Concord, Calif. 94520

**Staff:** Jay Watson; Jim Von Striver; Cindy Okazaki; Lea Richlin. **Products:** Owner and operator, satellite teleports; C-band, Ku-band facilities.

**Sanken/Audio Interval Design** 1340  
1032 Sycamore Ave., Los Angeles 90038

**Staff:** Jim Pace; Jeff Evans; Marsh Katagiri. **Products:** COS-II lavaliers; CMS7S.

**Sayag** 1415

**Scala Electronics Corp.** 4224  
P.O. Box 4580, Medford, Ore. 97501

**Staff:** Ellis Feinstein; Dan Fowler; Linda Stedman; Stacie Seaton. **Products:** Antennas for aural STL, RPU systems, FM/TV monitoring, FM/TV translator and LPTV systems, VHF/UHF radio and telemetry systems; accessories.

**Schafer World Communications** 4602

World Radio building, Box 31, Marion, Va. 24354

**Staff:** Bob Dix; Kevin Soos; Mike Vance; Greg Wimmer; Dennis Jennings; Ann Dix; Paxton Durham; M.R. Vest; Larry Williams; Kerby Sneed. **Products:** Program automation systems; compact disks; DAT's; digital, audio consoles.

**Schmid Telecommunication** 1035, 1133  
Rietlerstr 6, 8002 Zurich, Switzerland

**Staff:** Paul Schmid; Sergio Moreno; Claude Gogget. **Products:** \*Siat, short interval audio test system for network quality control.

**Schneider Corp. of America** 5616  
400 Crossways Park Dr., Woodbury, N.Y. 11797

**Schwem Technology** 3153-3157  
3305 Vincent Rd., Pleasant Hill, Calif. 94523

**Staff:** Kathy Metruilas; Clay Sylvester; Gerry Greenlaw; Joe Hering; Tom Bakey. **Products:** FP-1 Image stabilizing system; GX-3 integrated camera/stabilizing system.

**Scientific-Atlanta** 5730, A207  
1 Technology Pkwy., P.O. Box 105600, Atlanta 30348

**Staff:** Dan Ozley; Dwight Duke; Mark Fehlog; Ron

Coppock; Jeff Brxler; Vin Godleski; Bill Hogan; Mel Nance; Kent Malinowski. **Products:** \*7530 satellite video receiver; \*6 m transmit/receive C-band/Ku-band satellite antenna; \*7790 data up/down converter; \*8880 satellite data modem; 7670 earth station controller (version 3).

**Seck** 2916  
8500 Balboa Blvd., Northridge, Calif. 91329

**Staff:** Gary Lynn; David Kimm. **Products:** Portable production mixer (SE62); sound reinforcement mixing console (SE242); multitrack recording mixing console (SE1882).

**Selco/Sifam** 5504  
7580 Stage Rd., Buena Park, Calif. 90621

**Staff:** Celeste Martinez; Tim Wilkinson; Ray Anton; Bill Wilkinson; John Tamsitt. **Products:** Control knobs and accessories; VU/AL PPM indicator; analog and digital meters.

**Selective Service System** 6823  
Bldg. 7, #160, Treasure Island, San Francisco 94130-5052

**Sennheiser** 3101  
6 Vista Dr., P.O. Box 987, Old Lyme, Conn. 06371

**Sescom** 2015-2019  
2100 Ward Dr., Henderson, Nev. 89015

**Staff:** Franklin Miller. **Products:** Audio transformers, modules, electronic products.

**Shively Labs** 4030  
86 Harrison Rd., Bridgton, Me. 04009

**Staff:** Robert Surette; Jonathan Clark; Charles Peabody; George Harris; Thomas Creighton; Paul Wescott. **Products:** FM broadcast antennas (side mount, panel); FM multi-station combiners (branched, balanced); rigid transmission line; FM pattern work; accessories.

**Shook Electronics USA** A100  
6630 Topper Parkway, San Antonio, Tex. 78233

**Staff:** Edwin Shook; Ron Crockett; Pat McCafferty; Tony Raven. **Product:** Production trailer; production truck.

**Shure Brothers** 4524  
222 Hartrey Ave., Evanston, Ill. 60202-3696

**Staff:** John Phelan; Chris Lyons; Michael Petteisen; Eric Hruza; Berry Pawlowski; Dave Ross; Sandy Schroeder; James Kogen; Bob Schulein; John Owens. **Products:** \*VP88 stereo microphone; FP series portable mixers and amplifiers; SM microphones; AMS automatic microphone system; L series wireless microphone systems; HTS professional products.

**Siemens Components Inc.** 3546-3548  
Special Products division,  
186 Wood Ave. South, Iselin, N.J. 08830

**Staff:** Mr. Pokorny; Mr. Coughlin; Mr. Barthelmes; Mr. Zappe. **Products:** High-power traveling wave tubes for Satcom uplink; UHF triodes/tetrodes for UHF transmitters.

**Sierra Video Systems** 9005  
P.O. Box 2462, Grass Valley, Calif. 95945

**Staff:** Larry Arzt; Kay Turner; Casandra Kappel. **Products:** \*Series 32 routing switchers; \*keypad control panel, serially controlled; series 8/16 routing switchers; Delta series format converters; CIK-1 component keyer.

**Sigma Electronics** 6300  
1184 Enterprise Rd., E. Petersburg, Pa. 17520

**Signature Music Library** 7015

**Sinar Bron** 9016

**Singer Products Inc.** 4611  
1840 West 49th St., #402, Hialeah, Fla. 33012

**Staff:** Jaime Rojas; Jaime Sorzano; Severino Rivano; John Holmes; Pedro nel Viveros; Steve Donovan. **Products:** AM/FM transmitters; audio equipment.

**SIRA Sistemi Radio** 2448

**Siscom** 1412  
100 Arapahoe Ave., #1, Boulder, Colo. 80302

**Skotel Corp.** 1536  
3730 Matte Blvd., Brossard, Quebec, J4Y 2Z2  
Canada

**SMPTÉ** 6720  
595 W. Hartsdale Ave., White Plains, N.Y. 10607

**Staff:** Sherwin Becker; Anne Cocchia; Maurice French; Jeffrey Friedman; Fred Galli; Mark Hyman; Pat Nagy; Lynette Robinson; Jack Spring. **Products:** Information on membership publications, conferences, test materials, subscriptions.

**Snell & Wilcox Inc.** 1041, 2100

**Society of Broadcast Engineers** 1043  
7002 Graham Rd., #216, Indianapolis 46220

**Staff:** Helen Pfeifer; Elberta Clayton; Brad Dick; Richard Farquhar; William Harris; Paul Lentz. **Products:** Membership, certification.

**Society of Cable TV Engineers** 1059  
669 Exton Commons, Exton, Pa. 19341

**Staff:** Anna Riker; William Riker. **Products:** Technical training programs and services; videotapes, publications, conferences, chapter seminars.

**Society of Prof. Videographers** 1055  
P.O. Box 1933, Huntsville, Ala. 35807

**Solid State Logic** 1321  
Beggrook, Oxford OX5 1RU, England

**Staff:** Anthony David; Piers Plaskitt; Colin Pringle; Chris Jenkins; Colin Sanders. **Products:** Screen-sound; SL 4000 G series master studio system; SL 5000 M series audio production system (broadcast) and film post-production system; Logic FX rack mounting G series electronics.

**Solutec Ltd.** 6800  
4360 D'Iberville St., Montreal, Quebec, H2H 2L8  
Canada

**Staff:** Gilles Fortin; Raymond Quesnel; Michel Beland; Gerald Garon. **Products:** SOL-6800 automated broadcasting system; SOL-20/20 audio level meter color keyed in video; SOL-333/SOL-5532/SOL-2510 ADA, VDA in single rack unit.

**Sono-Mag Corp.** 4301, 4303  
1833 W. Hovey Ave., Normal, Ill. 61761

**Staff:** Jon Housour; Shawn White; Mike Truskey; Tom Rousey. **Products:** Radio broadcast automation; compact disk programmers.

**Sono Mag. Corp.** 4301

**Sony Communications Products Co.** 5130

**Sound Ideas** 5011  
105 W. Beaver Creek Rd., #4, Richmond Hill, Ontario L4B 1C6, Canada

**Sound Technology** 4344  
1400 Dell Ave., Campbell, Calif. 95008

**Sound Workshop Prof. Audio** 7231, 7233  
79 Express St., Plainville, N.Y. 11803

**Soundcraft** 2916  
8500 Balboa Blvd., Northridge, Calif. 91329

**Staff:** David Kimm; Gary Lynn; Alan Archer; Rob Castle. **Products:** \*200 Delta production console; \*8000 production console; 200B/VE audio-for-video console; SAC200 production and on-air consoles.

**Soundmaster International** 3720  
900A Hampshire Rd., Westlake Village, Calif. 91361

**Staff:** Andrew Staffer; Curt Smith; Cam Shearer. **Products:** \*Syncram random access digital audio; \*Syncode programmable timecode generator; T/O A/D, D/A input/output; \*Soundmaster 386 CPU computer; Syncro machine control/synchronization.

**Soundtracs, PLC** 6542

**Spaceward Inc.** 3634  
One Bridge Plaza, #400, Fort Lee, N.J. 07024

**Staff:** Colin Ritchie; Steve Russell; Martin Ashford; John Hinchliffe; Mike Kemp; Martin Brown; Nigel



Hall; Pat Cox; Bill Fulton. **Products:** \*Titler II 3D character animator; \*Rodin 3D modeling and animation equipment; \*Showcase digital multi-frame still store.

**Spectra Image** 8042  
Spectra Systems, 2040 N. Lincoln St., Burbank, Calif. 91504

**Sprague Magnetics** 5406  
15720 Stagg St., Van Nuys, Calif. 91406

**Stainless Inc./SG Communications** 5613-5619  
Third St. and Montgomery Ave., North Wales, Pa. 19454

**Staff:** Jess Rodriguez; Owen Ulmer; James Mack; David Rodriguez; Kenneth Wetzel; Ronald Pagotto; H. William Guzowicz; Doug Gratzner; Tom Leschak; Ron Blackburn. **Products:** Guyed and self-supporting towers; manufacture and design of towers up to 2,000 feet; optional equipment includes elevators, snubbers, platforms.

**Standard Communications Corp.** 3900, 3901  
P.O. Box 92151, Los Angeles 90009

**Staff:** R. Mason Truluck; Warren Davis; Karen Martinez; Darren Morrison; Larry Labayan. **Products:** Agile Omni Broadcast C-band, Ku-band multi-format satellite reception system.

**Stanton Magnetics** 4726  
101 Sunnyside Blvd., Plainview, N.Y. 11803

**Staff:** Pete Bidwell; Paul Torraca. **Products:** Turntable magnetic cartridges; styli replacement; turntable slip mats; turntable preamp/equalizer; headphones; announcer earphones; record care products.

**Stanton Video Services Inc.** 9043

**Stantron** 3534

**Star Case Manufacturing Co.** 3810, 3812  
648 Superior, Munster, Ind. 46321

**Staff:** Ralph Hoopes; Dennis Toma; Donna VanWie; Bill Frederick; Al Novak; Chris Keilman. **Products:** Reusable shipping and carrying cases and rackmounts.

**Steadt-Film Corp.** 3446  
705 18th Ave. South, Nashville 37203

**Steenbeck** 6408  
9554 Vassar Ave., Chatsworth, Calif. 91311

**Staff:** Don Mack; W. Bass; Jerry Miller. **Products:** Film editing tables (ST-721, ST-701, ST 1901); magnetic film recorder with three formats (ST-7230); film scanner with 24 faced holoscope (ST-7310).

**Stellavox Digital Audio Tech.** 1007

**Storel Corp.** 2434  
3337 West Hospital Ave., Atlanta 30341

**Staff:** Carolyn Galvin; Robert Lauter; Paul Galvin; Bob Gargus; John Dixon; Kent Kjellgren; Walter Kelley; Bill Johnston; Mark Stenehjorn; John Walsh; Dick Priske. **Products:** Tape storage systems.

**Strand Lighting** 3148  
18111 South Santa Fe Ave., P.O. Box 9004, Rancho Dominguez, Calif. 90224

**Streamline Communications Corp.** 4116  
1212 U.S. Highway One, N. Palm Beach, Fla. 33408

**Studer EdiTech** 1406

**Studer Revox America** 4552  
1425 Elm Hill Pike, Nashville 37210

**Studio Technologies** 5605  
5520 W. Touhy Ave., Skokie, Ill. 60077

**Staff:** Gordon Kapes; Jennifer Shore. **Products:** \*Generation II stereo simulator; \*IFB system; ISS integrated simulator system; AN-2 stereo simulator; Mic-PreEminence microphone preamplifier.

**Sundance Technology Group** 1005

**Superior Satellite Engineers** A227  
2320 Sierra Meadows, Rocklin, Calif. 95677

**Sure Shot Teleprods. & Transmissions** 8112  
12450 Harman Rd., New Springfield, Ohio 44443

**Staff:** Dennis Kuncce; John Lewis; Joe Eusebio; Gene Rizner; Mark Suckel; Ross Granger. **Products:** Transportable Ku-band uplink vehicles; mobile production unit.

**Swintek Enterprises** 6531  
587 Division St., Campbell, Calif. 95008

**Switchcraft** 6043-6045  
5555 N. Elston Ave., Chicago 60630

**Staff:** Herbert Klapp; Linn Kerr; Bub Lulich. **Products:** Jacks, plugs, switches, connectors, audio patch panels; EAC power receptacles, cable assemblies.

**S.W.R. Inc.** 5005  
P.O. Box 215, Goffstown, N.H. 03045

**Symbolics** 1156  
1401 Westwood Blvd., Los Angeles 90024

**Symetrix Inc.** 6342  
4211 24th Ave. West, Seattle 98199

**Synergistic Batteries** 6450  
3760 Lower Roswell Rd., Marietta, Ga. 30068

**Staff:** Chris Caspari; Patsy Messer; Vera Eng; Mohammad Amini; W.B. Caspari. **Products:** \*High capacity battery packs, belts; custom assemblies; alkaline batteries; heavy duty battery belts.

**System Associates** 1429  
10375 Jefferson Blvd., Culver City, Calif. 90232

**Staff:** Billy Seidel; Walter Shubin. **Products:** Brokers; used broadcast TV equipment; equipment listings.

**Systemation Corp. (WDZ)** 6722  
537 North Water St., Decatur, Ill. 62523

**Staff:** Steve Bellinger; Maureen Bellinger; David Gerety. **Products:** Digital and analog automation for satellite, live assist, stand alone; Informer interactive telephone system; Compucast automated, customized weather service; \*HDA-1 hard disk automation for satellite and live assist; \*FD-1 floppy disk automation; The Sales Force sales management software.

**Systems Wireless Ltd.** 7113  
465 Herndon Parkway, Herndon, Va. 22070

**Staff:** William Sien; Patrick Hamp; John Kowalski. **Products:** Vega model wireless microphone system (77/87/42A); Lectrosonics model M185/H185/CR185 camera mounted wireless system; wireless intercoms, wireless IFB; clear-com ICS-2000 matrix plus digital intercom system; Marti model RPU-15 long range wireless (P/L) intercom.

**TABER/AVSC** 2556  
1880 Embarcadero Rd., Palo Alto, Calif. 94303

**Tamron Industries** 3050-3052  
99 Seaview Blvd., P.O. Box 388, Port Washington, N.Y. 11050

**Staff:** Hank Nagashima; J.V. Steenberg; Stacie Errera; Hiro Arai. **Products:** Fotovix II-X, III film video processor; TV camera lenses.

**Tannoy North America** 6630  
300 Gage Ave., #1, Kitchener, Ontario, N2M-2C8, Canada

**Tansat Communications** A215

**Tape Automation America** 9030  
Ole Alewire Rd., West Kennebunk, Me. 04094

**Staff:** Janice Glen; David York; Ellie Bouchard. **Products:** Xenon videocassette loader, Xenon auto feed system.

**Tapscan** 3817-3820  
3000 Riverchase Galleria, #1111, Birmingham, Ala. 35244

**Staff:** Jim Christian; Dave Carlisle; Dave Eslava; John Barlett; Mark Schreiber; Randi Lee; Lee Ann Witt; Cindy Kimbrough; Karen Travis; Judy Usher;

Robyn Ross; Jeff Williams; Bob Hodlick; Greg Calhoun; Tim Gray; Ron Barbarita; Dick Ferrante; Gayla Rathbun. **Products:** Tapscan radio sales software system; QualiTAP qualitative radio software system; TargetONE qualitative radio analysis system; GridONE electronic rate card system.

**Target Tuning** 8110  
6 Caesar Pl., Moonachie, N.J. 07074

**Tascam** 3352  
7733 Telegraph Rd., Montebello, Calif. 90640

**Taurus Communications Inc.** 8049, A101  
P.O. Box 2861, Framingham, Mass. 01701

**Staff:** Dudley Freeman; Robert Feingold; Paul Friedman; Ritchie Schaeffer; Bill Schaeffer; Paul Edwards; Bob Cannastaro. **Products:** Transportable uplink vehicles, rental/lease; \*tri-dundant amplifier and switching system; \*B-MAC encryption, system design and integration; teleproduction, teleconferencing services; \*two-piece Ku-band antenna.

**Taylor Media Productions Inc.** 1054

**Teatronics** 2820  
3100 McMillan Rd., San Luis Obispo, Calif. 93401

**Staff:** Randy Pybas; Norman Russell; Lynn Kennedy; Gary Henley; Cathy Matthews; Mike Connell. **Products:** MD-288 modular dimming system; Comstar Genesis portable/location dimmer series; Producer II+ control console series.

**T.C. Electronics** 7009

**Teccom** 3434

**Tekskil Industries** 3802  
#108-15290 103A Ave., Surrey, BC V3R 7A2 Canada

**Tektronix Television Div.** 2016  
P.O. Box 500, M/S 58-699, Beaverton, Ore. 97077

**Staff:** Dan Castles. **Products:** \*VM700A Option 40 automated audio measurements; \*ASG-100 audio signal generator; \*TSG-1001 programable television generator; \*2721 noninterfering sweep transmitter; \*2722 noninterfering sweep receiver; 1780R video measurement set; TSG-1050, 1125, 1250 HDTV generators; oscilloscope; Waveform monitor; component/composite waveform monitor; vectorscope and generator systems; XD88 graphic Superworkstation; monitors, vectorscopes; sync. pulse, test pattern and test signal generators, demodulators; automatic measurement equipment; audio and video synchronizers; spectrum monitor; digital video probe (D to A converter); stereo audio monitors.

**Telcom Research** 3046  
1163 King Rd., Burlington, Ontario L7R 3X5, Canada

**Staff:** Rose Ting; Tom Banting; Fred Banting; Steve Mercer. **Products:** Time-code generators, readers, inserters; VITC to LTC translators; LTC to UIC translators; IBM PC reader card; portable generator/reader.

**Telemet/GDC** 5114  
25 Davids Dr., Hauppauge, N.Y. 11788

**Staff:** Lee Masoian; Leo Lazarus; Paul Paulson; Tyree Boggess; Ivan Slovak. **Products:** Broadcast demodulators; sideband analyzers; video test generators; cable equalizers and video DA's; \*remote wireless status, security and alarm system.

**Telemetrics Inc.** 1449, 1451  
7 Valley St., Hawthorne, N.J. 07506

**Staff:** Anthony E. Cuomo; Anthony C. Cuomo; Allen Phelps. **Products:** TM8650 triax/coax remote control unit; TRM8800 camera remote pan/tilt/zoom/focus head; 68060 motorized camera trolley assembly; TM8615 Betacam to M-II recorder camera interface adapter; 50348 RS232/422 serial controller; custom teleconference integrated moderator control panels.

**Telepak San Diego** 3815  
4783 Ruffner St., San Diego 92111

**Telescript Inc.** 1934-1936  
445 Livingston St., Norwood, N.J. 07648  
**Staff:** Bob Swanson; Jim Stringer; Dean Rogich; Kay Hyde; Jerry Swanson; Orin Laney. **Products:** Monitor prompting system with IBM and compatibles program, C-64 program, Telecue and Telescript transports; Telepod off-camera monitor/prompter support.

**Television Engineering Corp.** 2240  
580 Goddard Ave., Chesterfield, Mo. 63005  
**Staff:** Jack Vines; John Kull; Gary Warnecke; Linda Vines. **Products:** ENG vehicles; \*IFB controllers.

**Television Equipment Assoc.** 5501  
P.O. Box 393, South Salem, N.Y. 10590

**Television Technology Corp.** 2006  
650 South Taylor, #4, Louisville, Colo. 80027  
**Staff:** Alexander De Lay; Warren Trumbly; Steve Weinstein; Dales Leschack; Howard McClure; Byron St. Clair; Harold Rabinowitz; Michael Lehman; Rick Broadhead; Nick Panos; Tim Geist. **Products:** \*MSDC 240 kw drive system; \*multiplexed 30 kw air-cooled klystron; FMS-4000 4 kw FM transmitter; XL1000MU; XL100MU.

**Telex Communications** 2116  
9600 Aldrich Ave. South, Minneapolis 55409

**Telmak U.S.A. Inc.** 1009  
1101A Air Way, Glendale, Calif. 91201  
**Staff:** Andrea Geiger; Norman Jew; John Cole; Chris Butler; Warwick Ford. **Products:** Neriki image master genlock; Neriki desktop genlock; \*Cinekinetics One Man Grip Kit.

**Telnox Telecomm. Products Ltd.** 8025  
55 Montpelier Blvd., St. Laurent PQ H4N 2G3, Canada

**Tennaplex Systems Ltd.** 4325  
21 Concourse Gate, Nepean, Ontario K2E 7S4, Canada

**Tentel Corp.** 2033  
1506 Dell Ave., Campbell, Calif. 95008

**TFT Inc.** 4642  
3090 Oakmead Village Dr., Santa Clara, Calif. 95052-3088  
**Staff:** Joe Wu; Henry Wu; Jesse Maxenchs; Malcolm Furlly; Ed Fong; Gerald Wakayma; Gene Maxwell. **Products:** Reciter (combination aural STL receiver/FM exciter); 9000 series aural STL system (synthesized); Intelligent EBS systems; aural STL systems (composite and mono); aural modulation monitors.

**Theatre Service & Supply Corp.** 2903  
1792 Union Ave., Baltimore 21211  
**Products:** Lighting and dimming equipment; studio cyclorama curtains and track systems; scenic supplies and materials.

**Thermodyne Int'l.** 6154  
20850 S. Alameda St., Long Beach, Calif. 90810

**Thomson Broadcast Inc.** 5920

**Thomson-CSF** 5920  
Paris, France  
**Products:** See Comark Communications Inc.; Thomson-LGT, Thomson Video Equipment.

**Thomson Digital Image** 5920  
1270 Avenue of the Americas, #508, New York 10020  
**Staff:** Denis Schlumberger; Jean Charles Hourcade; Nick Tesi; Jacqui Logan; Bob Cramblitt. **Products:** TDI Explore Version 2.2, interactive 3-D animation software.

**Thomson Electron Tubes & Devices Corp.** 6348  
40G Commerce Way, Totowa, N.J. 07511  
**Staff:** Victor Pastore; Gary Plowman; Andy Macchiaverna; E.L. Stern; P. Girlich; G. Clerc; C. Grolleau; P. Guidée; B. Guyottot; C. Kalfon. **Products:** Triodes and tetrodes for SW and MW radio; tet-

**Thomson-LGT** 5920  
1 Rue de l'Hautil; B.P. 150, 78702 Conflans, Ste-Honorine Cedex, France

**Thomson Video Equipment** 5920  
17, Rue du Petit Albi, B.P. 8244, Cergy St. Christophe, France  
**Products:** \*Impulse production/post production digital mixer; \*ITV CCD studio camera; Maxipaint graphics system; TTV 1647 and Sportcam 3 CCD ENG/EFP and studio/O.B. cameras; Colorado digital 4:2:2 color corrector.

**3M Professional Audio/Video Products** 1824  
3M Center, building 223-5N-01, St. Paul, Minn. 55144-1000  
**Staff:** Bob Herman; Joe Leon; Mike Johns; Frank Russomanno; Don Rushin; Jim Hoskins; Ed Foele; Bruce Lowe; Linda Nebur; Bob Burnam. **Products:** Professional audiotape, videotape, accessories, including audio mastering tape, DAT, audiocassettes; VHS cassettes; Betacam/Beta-cam SP; U-Matic videocassettes, D-1 and D-2 digital videocassettes; one-inch helical tape, MII cassettes.

**360 Systems** 7201  
18740 Ozard St., Tarzana, Calif. 91356  
**Staff:** Robert Easton; Don Bird; David Geoghegan; Sam Eells. **Products:** \*Digital cart machine; AM-16 series audio crosspoint switchers; permanent playback digital audio message systems.

**Tiffen Mfg. Corp.** 1916-1920  
90 Oser Ave., Hauppauge, N.Y. 11788  
**Staff:** Nat Tiffen; Helen Tiffen; Ira Tiffen; Steven Tiffen; Jack Bonura; Tom Grosso; Kathy Magrane; Terry Bejarano. **Products:** \*Black Pro-Mist filter series; \*star filter series; \*contrast filter series; photographic filters; lens accessories.

**Timeline Inc.** 4345  
270 Lafayette St., New York 10012  
**Staff:** Gerry Block; Bob Tis; Nick Balsamo; Fred Ridder; Josann Block. **Products:** Lynx time code module, keyboard control unit, system supervisor, \*SSL data interface.

**Toby Arnold & Assoc.** 4047  
3234 Commander Dr., Carrollton, Tex. 75006

**Torpey Controls & Eng. Ltd.** 5404  
98-2220 Midland Ave., Scarborough, Ontario, M1P 3E6 Canada

**Toshiba America Info. Sys. Inc.** 3322  
OEM Division, 9740 Irvine Blvd., Irvine, Calif. 92718

**Total Spectrum Mfg.** 1814  
709 Executive Blvd., Bldg. A, Valley Cottage, N.Y. 10989

**Total Tex Industries** 8044

**27th Dimension** 6817  
2312 SE 29th St., Okeechobee, Fla. 34974  
**Staff:** Rex M. Bell; Fran Bell; John St. John. **Products:** Holophonic sound effects library; Gold and Platinum series production music libraries; Hyperflex sound effects for MAX users; \*Champion series production library.

**Townsend (Midwest Co.)** 3106  
One Sperti Dr., Edgewood, Ky. 41017  
**Staff:** Vince O'Connell; Gary Cooper; LeRoy Wallace Sr.; George Townsend; LeRoy Wallace Jr.; Don Adams. **Products:** UHF, VHF TV transmitters; S-1 flyaway satellite news system.

**Transmission Structures** 4025  
P.O. Box 907, 227 S. Vann, Vinita, Okla. 74301

**TRF Production Music Libraries** 3010  
40 East 49th St., New York 10017  
**Staff:** Michael Nurko; Allan Tepper; John Biensstock; Roger Tokarz; Ted Nussbaum. **Products:** \*Carlini, \*Tele Music, \*Bosworth compact disks of production music; classical music library on CD and DAT; international ethnic music library.

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**Trompeter Electronics** 2854, 2856  
31186 La Baya Dr., P.O. Box 5069, Westlake Village, Calif. 91359-5069

**Staff:** William Stout; Hap Gladish; Michael Shorb; Mark Borton. **Products:** Coax, Twinax, Triax components that include connectors, patch panels, cable assemblies and 1553B military digital data bus.

**Truevision** 8051  
731 Shadeland Station, #100, Indianapolis 46256-3921

**TVI-Theatre Vision Inc.** 3040

**TWR Lighting** 6539-6541  
1630 Elmview, Houston 77080

**Staff:** Sandra Prewitt; Patrick Feller; Mike Elledge; Tony Thompson. **Products:** Medium intensity strobes; 300 MM code beacons; lighting controllers; obstruction lighting; junction boxes.

**Ultimate Corp.** 1122  
18607 Topham St., Reseda, Calif. 91335

**UNI-SET Corp.** 1959  
449 Avenue A, Rochester, N.Y. 14621

**Staff:** Ronald Kniffin; James Simpson; Mary Lesczinski. **Product:** Modular studio staging systems (UNI-SET three foot, four foot); riser block, tops, ramps, news set and table system; local production package.

**Union Connector Co.** 3260, 3262, 3359  
300 Babylon Tpke., Roosevelt, N.Y. 11575

**Staff:** Richard A. Wolpert; Richard W. Wolpert; Stephen Skirpan. **Products:** Manufacturer of stage pin type wiring devices, electrical distribution equipment; distributor of Bryant Electric and Sine Connector; \*modular power distribution system.

**Unique Business Systems** 9008  
2901 Ocean Park Blvd, #215, Santa Monica, Calif. 90405

**Staff:** Michael Budz; Julie Nelson; David Provost. **Products:** Rent Trace integrated rental/point-of-sale system for microcomputers.

**United Ad Label Co.** 1348  
650 Columbia St., Brea, Calif. 92621

**United Media** 2826  
4771 E. Hunter, Anaheim, Calif. 92807

**UREI** 2916  
8500 Balboa Blvd., Northridge, Calif. 91329

**Staff:** Ray Combs; Frank Kelly. **Products:** \*JBL/UREI SR6615, \*SR6630, \*SR6650 power amplifiers.

**U.S. Army Reserve** 6824  
The Pentagon, DAAR-PA, Washington 20310

**Staff:** Margaret McBride; Joseph Hanley; Mark Zimmer; Kathy Fajardo.

**U.S. Tape & Label Corp.** 4804, 4805  
1561 Fairview Ave., St. Louis 63132

**Staff:** Byron Crecelius; James Eiseman; Audrey Moore. **Products:** Printing and marketing information about bumper stickers.

**Ushio America** 9041, 9042  
20101 S. Vermont Ave., Torrance, Calif. 90502

**Staff:** Tom Ciurczak; Gary Kirsch; Gary Shackleton; John Griffiths; George Baer; Jim Mann; Carl Abramson; Suzanne Hourigan; Keith Cordero. **Products:** Halogen lamps; light sources.

**Utah Scientific** 6030  
4650 Wiley Post Way, #150, Salt Lake City 84116

**Products:** \*AVS-2 surface mount technology audio/HDTV routing system; \*TAS-1C time code control automation system; \*PVS series 2 video production switchers; routing systems and switchers; control systems; amplifiers.

**Utility Tower Co.** 4717  
P.O. Box 12369, Oklahoma City 73157

**Staff:** Joe James; Reggie Wright; Ron Nelson Jr.;

Gloria Nelson; Larry Fanning; Mark Stallings. **Product:** UTC type 620/pole FM, 720/380 SR FM, 340 SR FM.

**Vacuum Tube Logic of America** 8046

**Valentino Music and Sound Effects** 5400, 5402  
151 W. 46th St., New York 10036

**Staff:** Thomas Valentino; Arlene Coria; John Battaglia. **Products:** Production music and sound effects libraries on compact disk in \*binder access system.

**Valley International** 6710, 6711  
P.O. Box 40306, 2817 Erica Pl., Nashville 37204

**Staff:** Norman Baker; Jason Dunaway; Jon Bosaw. **Products:** DCE stereo digital compressor/expander; DDP stereo multi-function, multi-band digital dynamics processor; model 400 microphone processor; model 430 multi-function dy-

namics processor; 800 series modular signal processors.

**Valmont Industries** 6626  
ICPD, P.O. Box 350, Valley, Neb. 68064

**Varian Associates** 5100  
Electron Device & Systems, 611 Hansen Way, Palo Alto, Calif. 94303

**Staff:** Glen Huffman; Tom Dolan; Colin Erridge; Colin Bolton; Bob Chapman; Mike Wytshyn; Seymour Paul; George Badger; Les Bingaman; Werner Brunhart; Keith Graham; Louise Forant; Jim Aurand; Earl Blankenship; Earl McCune; Frank Blaha; Don Crumm. **Products:** MSDC klystrons; SATCOM uplink transmitter tubes, ACE klystrons; C-band klystrons, klystrodes; power grid tubes; ku-band transportable power amplifiers; VSTAR small terminal amplifier.

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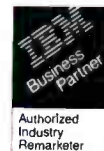
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**VEAM, Div. of Litton Sys.** 6547  
100 New Wood Rd., Watertown, Conn. 06795  
**Staff:** Michael Roberge; Bert La Freniere; Maryellen Myers; Monique Legere. **Products:** CIR series multipin connectors; VSC series multipin connectors; B-Lock sequential power distribution panel; \*CIR.GRH series distribution connectors; \*CISS series EP-8 compatible connectors; \*VKC series multipin connectors.

**Vector Technology** 1364  
203 Airport Rd., Doylestown, Pa. 18901

**Veeetronix Inc.** 5908, 5910  
1600 West 13th St., Lexington, Neb. 68850  
**Staff:** Eddie Howerter; Joe Taft; Mike Sutton.  
**Products:** \*Low profile reed switch; keyboard and panel switches; assortment of keycaps.

**Vicon Industries** 9039, 9040  
Professional Products division  
525 Broad Hollow Rd., Melville, N.Y. 11747  
**Staff:** Mort Russin; Pat Hussey; Don Horn; Ron Teixeira; Matt Froehlich; Don Thorkelson.

**Vega** 4618

**VGW Inc.** 5522

**Vicon Industries** 9039  
525 Broad Hollow Rd., Melville, N.Y. 11747

**Video Access** 1318

**Video Accessory Corp.** 1330  
2450 Central Ave., Suite H, Boulder, Colo. 80301

**Video Associates Labs** 1910  
4926 Spicewood Springs Rd., Austin, Tex. 78759  
**Staff:** Henry Mistrot; Ted Mears.

**Video Brokers** 1056  
5516 Commerce Dr., Orlando, Fla. 32809  
**Staff:** James Ivey; Bo Bohunicky; Paul Schiemer; Steve Roach; Pete Petrowski. **Products:** Video and audio production and post-production equipment.

**Video Communications** 1412  
P.O. Box 215, 1325 Springfield St., Feeding Hills, Mass. 01030-0215  
**Staff:** W. Lowell Putnam; Martha Freeman; John Elwood. **Products:** Traffic, accounting systems; \*SQL Report Generator; film management system; desktop tools.

**Video Design Pro** 1356  
749 Carver Rd., Las Cruces, N.M. 88007  
**Staff:** D. Kerstetter; Walter Black; A. Fernandez; T. Morgan. **Products:** VidCAD, AudCAD engineering software; \*Touch & Cable 2; \*Flexblock.

**Video Engineering Ltd.** 7105

**Video International Dev. Corp.** 3020  
1280 Sunrise Highway, P.O. Box 559, Copiague, N.Y. 11726

**Video Logic Corp.** 7120  
6807 Brennon Lane, Chevy Chase, Md. 20815  
**Staff:** Woody Landay; Win Wiencke. **Products:** Log Producer videotape logging system; rack-mount personal computer.

**Video Technics Inc.** 7115  
Pixelator Graphic Systems  
1450 Monroe Dr., N.E., P.O. Box 14247, Atlanta 30324  
**Staff:** Mark Rivers; Mike Boling; Karen Stott; Randy French; Jeff Shank; Rick Medieros. **Products:** Pixelator 3D-II modeling and animation, paint and VTR control; CG-II still store, paint and effects box; \*3D-turbo; presenter.

**Videomagnetics** 1445, 1447  
920 E. Hatch Rd., Modesto, Calif. 95351  
**Staff:** Tony Korte; Eduardo Zanetta; Joe Cordova; Erv Korte; Don Korte; Ed Chapman; Ann Plaugher; Mike Brothers. **Products:** Refurbished type C video heads, VPR 2, 12B, 3, 6, 80; refurbished Ampex, RCA two-inch heads; \*type C format BVH, 1000, 1100, 2000 refurbished upper drum assemblies.

**Videomedia S.E.D. Inc.** 1434  
211 Weddell Dr., Sunnyvale, Calif. 94089-1674

**Videotek** 1246  
243 Shoemaker Rd., Pottstown, Pa. 19464  
**Staff:** Phil Steyaert; Peter Choi; Eric Wahlberg; Emery Grady; Barry Gardner; Bill Boxill; Bill Smith; Ken Bliss; Rick Hollowbush; Mark Everett. **Products:** Prodigy production/post-production switcher; TVM-620 combination waveform monitor/vectoroscope; VDP-8400 four field frame store/synchronizer; Times Six Plus automatic six output blackburst generator; \*AVM-13sv color monitor with audio and Y-C input.

**Viking Cases** 5855  
10480 Oak St., N.E., St. Petersburg, Fla. 33716

**Vinten Broadcast** 1452  
275-C Marcus Blvd., Hauppauge, N.Y. 11788-2001  
**Staff:** John Dawson; Jim Wolfe; Robert Polan; Jim Duncan; Mara-Lynne Seitz; Greg Reilman; Glen Sakata; Joseph DiPalma; Richard Martin. **Products:** Microswift remote camera control, XYZ pedestal, off tape tracking; \*Osprey two-stage pneumatic, portable pedestal; fluid pan and tilt heads, tripods, dollies, pneumatic pedestals.

**Vistek Electronics Ltd.** 1010  
Unit C, Wessex Rd., Bourne End, Buckinghamshire, SL8 5DT England.  
**Staff:** G. Cooper; A. Nowak; R. Robinson; P. Randall; N. Booth; R. Wright. **Products:** \*Vision digital post production video switcher; \*Vector standards converter; \*encoder/re-encoder V4130 series; SMAC compatible time division multiplexed component signal routing equipment; \*video display aspect ratio converter; Varicomb encoders; picture monitors; network clock and logo generators; matrixing amplifiers.

**Vortex Communications** 5214  
65 Nonsety Path, Acton, Mass. 01720

**Vote America Foundation** 6650  
1200 19th St., N.W., Washington 20036

**Staff:** Linda Leinbach; Don Cogman; Tim Unes.  
**Products:** \*TV, radio public service announcements.

**Vyxx Video Network Inc.** 7104

**Ward-Beck Systems Ltd.** 5002  
841 Progress Ave., Scarborough, Ontario M1H 2X4 Canada

**WaveFrame Corp.** W164  
2511 55th St., Boulder, Colo. 80301

**Wavefront Technologies** 3642  
530 E. Montecito St., Santa Barbara, Calif. 93103  
**Staff:** Gary Stump; Ward Davinson; Bill Taylor; Curt Chivers; Rich Kempster; Joe Concilia; Care Pittman; Mark Sylvester; Jay Cole; Kevin Lombardi; Alan Somen; Jeff Yates; Ken Duckworth. **Products:** The Advanced Visualizer.

**Weather Network Inc.** 1100  
3760 Morrow Lane, Suite F, Chico, Calif. 95928  
**Staff:** John Maloney; Vic Burton; Cindy Abney; Marc Walsh; Jack Vowell; Anthony Watts. **Products:** WXNET weather graphics system; \*ImageNet Still Store.

**Weather Services Corp.** 3024  
131-A The Great Rd., Bedford, Mass. 01730

**Weatherbank Inc.** 8006

**Wegener Communications** 6530  
11350 Technology Circle, Duluth, Ga. 30136

**Wheatstone Corp.** 4010-4016  
6720 V.I.P. Parkway, Syracuse, N.Y. 13211  
**Products:** Audio consoles; studio furniture; \*TS-500 talent station; \*station intercom system; signal processing equipment; stereo distribution amps; limiter-compressors; stereo selectors; parametric equalizers; graphic equalizers; notch filters.

**Whirlwind** 5052  
100 Bozart St., Rochester, N.Y. 14612

**WIKO Ltd.** 6533

**Will-Burt Co.** 6806, 6807  
P.O. Box 900, Orrville, Ohio 44667  
**Staff:** Jeff Milligan; Don Barlow; Ken Lazar; Jeff Binder; Dennis Donahue. **Products:** Model 6-25-357/367 pneumatic telescoping mast; \*pan and tilt positioner; \*manual 25-foot radio mast.

**Winners News Network—WNN** 8010

**Winsted Corp.** 5748  
10901 Hampshire Ave. South, Minneapolis 55438-2351  
**Staff:** Jerry Hoska; Randy Smith; Judy Ruzek; Kent Lijla. **Products:** Modular editing and post-production consoles; tape and film storage systems; duplication racks, A/V carts, tape trucks; computer graphics workstations; electronic cabinets and vertical equipment racks.

**Wireworks Corp.** 4800-4801  
380 Hillside Ave., Hillside, N.J. 07205  
**Staff:** Angela Kelly; Jerry Krulwicz; Mary Krulwicz; Larry Williams. **Products:** Microphone multi-cable components group; hardwired and multi-pin disconnectable audio/video cabling assemblies; coaxial and microphone cable assemblies; TE-3 microphone cable tester; T Series individual, Jensen transformer isolated mic splitters.

**Wold Communications** 1764, 1766  
3415 S. Sepulveda Blvd., Los Angeles 90034  
**Staff:** Robert N. Wold; Robert E. Wold; David Connell; Thomas Bartunek; Carolyn Connerat; Philip Barkin; John Kessler; Angelo Ricco; Irene Escardo.

**Wohler Technologies** 9031

**Wolf Coach** 2928  
7 B Street, Auburn Industrial Park, Auburn, Mass. 01501

**World Tower Company** 5023, 5025  
P.O. Box 405, Mayfield, Ky. 42066  
**Staff:** Nate Sholar; Jeff Sholar; Jim Wilson. **Products:** Broadcast tower manufacture and installation.

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**WSI/ESD** 6538  
41 North Rd., Bedford, Mass. 01730

**Wybron Inc.** 3040

**XOIS Inc.** 9047

**Yamaha Corp. of America** 1440  
6600 Orangethorpe Ave., Buena Park, Calif. 90622

**Yamashita Engineering Mfg.** 1312  
5925 Beverly, Mission, Kan. 66202

**Zaxcom Video** 6543  
20 Passaic St., Garfield, N.J. 07026

**Staff:** Glenn Sanders; Mary MacInerney; Anthony Asnello. **Products:** HUB1000 64 TBC control router; \*MTBC1500 multiple TBC/D2; \*2x400 4 TBC/D2 control system; \*CCI100 Betacam SP component control interface.

**Zonal Ltd.** 5812, 6813  
Holmethorpe Ave., Redhill, Surrey, RH1 2NX England

**Staff:** S. Malek Jahanian; V. Gaboudian; A. Heise. **Products:** 820 series standard tape; long play tape; studio mastering tape; 845/846/848/849 series tape; magnetic sound recording film.

## Broker suites

**American Radio Brokers Inc./SFO**  
**Marriott Marquis 3206**  
1255 Post St., #625, San Francisco 94109

**Staff:** Chester P. Coleman, Richard Haskey, Warren Earl.

**Americom Radio Brokers Marriott Marquis 907**  
1130 Connecticut Ave. N.W., #500, Washington 20036

**Staff:** Daniel T. Gammon, William J. Steding, Paul Leonard, Peter Handy.

**Blackburn & Co.** **Marriott Marquis 4014**  
1100 Connecticut Ave. N.W., Suite 420, Washington 20036

**Staff:** Richard F. Blackburn, James W. Blackburn, Jay C. Bowles, Joseph M. Strick, Anthony J. Rizzo, Charles H. Kurtz, Susan Byers, J. Michael Henderson, George T. Otwell, Steven J. Pruett, Roy A. Rowan, Richard L. Sharpe, Howard J. Stasen.

**Frank Boyle & Co.** **Hyatt Regency 1526**  
55 Old Field Point Rd., Greenwich, Conn. 06830  
**Staff:** Frank Boyle, Jim Boyle.

## Inforum exhibitors

The following will exhibit at the Inforum: ADC Telecommunications; Broadcast Technology Association of Japan; Altavision; Asaca; Barco; BTS; Canon Optics Division; David Sarnoff Research Center; Digital Videosystems; Dolby Laboratories; Eidophor; Fujinon Inc.; The Grass Valley Group; Hitachi Sales Corp. of America; Ikegami; Magni; Meret Inc.; Mitsubishi; NHK; Nippon TV; Nvision; NEC America Inc.; NEC Technologies Inc.; New England Digital; Nikon; Panasonic Technologies Inc.; Panavision; Pioneer Electronics Inc.; Quantel; Rank Cintel; Rebo Research Inc.; Sanyo North America Corp.; Scientific Atlanta; Shima Seiki USA Inc.; Sony Corp. of America; Symbolics Graphics; Tektronix Inc.; Toshiba America Inc.; Ultimatte; U.S. JVC Corp.; Utah Scientific; Telettra USA Inc.; VTE Digital Video; Zenith; HDTV Newsletter.

**Chapman Associates Marriott Marquis 1110**  
2300 M St. N.W., Suite 900, Washington DC 20037  
**Staff:** W.N. Cate, Kent Replogle, Millard S. Younts.

**Donald K. Clark Inc.** TBA  
Box 340617, Tampa, Fla. 33964  
**Staff:** Donald Clark, Anne Clark.

**Communications Equity Associates**  
**Atlanta Hilton 2808 (towers)**  
101 East Kennedy Blvd., suite 3300, Tampa, Fla. 33602

**Staff:** Don Russell, Kathy Marien, Lisa Shearing, Glenn Serafin, Jeanett Tully, Tim Menowsky, David Unger, Brayton Johnson, Jay Goodwin, Ken O'Rourke.

**R.C. Crisler & Co.** **Marriott Marquis 3903**  
600 Vine St., Suite 1708, Cincinnati 45202  
**Staff:** Clyde G. Haehnle, John B. Babcock, Donald E. Clancy, R. Dean Meiszer.

**William A. Exline Inc.**  
**Atlanta Hilton 746 (main hotel)**  
4340 Redwood Hwy, Ste F-230, San Rafael, Calif. 94903  
**Staff:** William A. Exline, Andrew P. McClure, Dean LaGras.

**Norman Fischer & Associates** TBA  
11209 Pkwy, Austin, Tex. 78703  
**Staff:** Norman Fischer, R.W. Prikrly, Terrill Fischer.

**Richard A. Foreman Associates** **Marriott Marquis**  
330 Emery Dr. East, Stamford, Conn. 06902-2210  
**Staff:** Richard A. Foreman, Richard W. Kozak.

**Gammon Media Brokers Atlanta Hilton 2646 (Towers)**  
1925 K St., N.W., #304, Washington 20006  
**Staff:** Jim Gammon.

**Kalil & Co. Inc.** **Marriott Marquis 1135**  
3444 N. Country Club, Ste. 200, Tucson, Ariz. 85716  
**Staff:** Frank C. Kalil, Kelly F. Callan, Fredrick W. Kalil, Richard L. Beesemeyer, Richard J. Paye, Sheryl Gangwer.

**H.B. La Rue, Media Brokers**  
**Hyatt Regency Atlanta 2349**  
9454 Wilshire Blvd., suite 628, Beverly Hills, Calif. 90212  
**Staff:** Joy Thomas, Michael J. Bergner.

**Kepper, Tupper & Fugatt Westin Peachtree Plaza 5205**  
300 Knightsbridge Pkwy., #360, Lincolnshire, Ill. 60069  
**Staff:** William Kepper, John Tupper, Michael Fugatt and Kimberlee Kepper.

**Kozacko-Horton Co.** **Atlanta Hilton**  
P.O. Box 948 W. Church St., Elmira, N.Y. 14901  
**Staff:** Richard Kozacko.

**The Mahlman Co. Atlanta Hilton 2702 (towers)**  
One Stone Pl., Bronxville, N.Y. 10708  
**Staff:** Robert O. Mahlman, Nancy D. Mahlman, Robert W. Mahlman.

**Media Venture Partners Marriott Marquis 3829**  
1255 23rd St., N.W., Ste 890, Washington 20037  
**Staff:** Brian Cobb, Elliot Evans, Charles Giddens, Randy Jeffery.

**The Millar Co.**  
226 Main St., Gainesville, Ga. 30503  
**Staff:** Terry Barnhardt.

**Stan Raymond & Associates** TBA  
11795 Peachtree Rd. NE, Ste 220, Atlanta 30309  
**Staff:** Stan Raymond, Nick Imbornone.

**Cecil L. Richards Inc.** **Marriott Marquis 932**  
7700 Leesburg Pike, Suite 408, Falls Church, Va. 22043  
**Staff:** Cecil L. Richards, Bruce A. Houston, Lee M. Hague.

**Snowden Associates Marriott Marquis 2809**  
Box 1566, 313 Clifton St., Greenville, N.C. 27835  
**Staff:** Tom Snowden, Martha Snowden, Dick Paul, Lorraine Paul.

**Gary Stevens & Co.** TBA  
1230 Park Ave., Suite 2740, New York 10169  
**Staff:** Gary Stevens.

**Thoben-Van Huss and Associates Atlanta Hilton**  
107 N. Pennsylvania St., Indianapolis, Ind. 46204  
**Staff:** Ed Brubeck, Bill Rice

**The Thorburn Co.** TBA  
1290 Boulder Dr., Roswell, Ga. 30075  
**Staff:** Bob Thorburn.

**Wood & Co.** **Marriott Marquis 1103**  
431 Ohio Pike, Suite 210N, Cincinnati 45255  
**Staff:** Larry C. Wood, Pete Dennis.

## FCC contingent at NAB

Chairman Alfred Sikes; Commissioners Andrew Barrett, Ervin Duggan, Sherrie Marshall and James Quello; Charles Schott, chief of staff, Office of the Chairman; Lauren (Pete) Belvin, legal advisor to Sikes on mass media issues; Robert Branson, senior advisor to Barrett; Roy Stewart, Mass Media Bureau chief; William Hassinger, deputy chief, Mass Media Bureau; Charles Kelley, chief, enforcement division, Mass Media Bureau; Larry Eads, chief, audio services division, Mass Media Bureau, and Robert Pettit, general counsel.

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| Americom Radio Brokers                             | Marriott Marquis 907                              |
| Americom Radio Brokers Inc./SFO                    | Marriott Marquis 3206                             |
| Ameritrust   | Marriott Marquis 1128                             |
| Arent, Fox, Kintner, Plotkin & Kahn                | Marriott Marquis 9150                             |
| Arter & Hadden                                     | Marriott Marquis 1124A                            |
| Associated Press                                   | Hyatt Regency Atlanta 1731                        |
| AT&E Corp.—Network Services                        | Marriott Marquis 4039                             |
| Baraff, Koerner, Olender & Hochberg, P.C.          | Marriott Marquis 4515                             |
| Barclays Business Credit                           | Atlanta Hilton 2450 (Main Hotel)                  |
| Birch/Scarborough Research Corp.                   | Atlanta Hilton 2350                               |
| Blackburn & Co.                                    | Marriott Marquis 4014                             |
| Frank Boyle & Co.                                  | Hyatt Regency Atlanta 1526                        |
| Braiker Radio Services Co.                         | Marriott Marquis 4034                             |
| Walter Brewer Corp.                                | Westin Peachtree Plaza 6005                       |
| British Telecom International                      | Atlanta Hilton 2019                               |
| Broadcast Audio                                    | Atlanta Hilton 632 (Main Hotel)                   |
| Broadcast Capital Fund                             | Marriott Marquis 4024                             |
| Broadcasting & Law/Lebowitz & Spencer              | Marriott Marquis 3839                             |
| Broadcast. Invest. Analysts/Frazier, Gross, Kadlec | Marriott Marquis 1107                             |
| Broadcast Programming                              | Marriott Marquis 910                              |
| Brown, Finn & Nietert                              | Westin Peachtree Plaza 6505                       |
| Bryan, Cave, McPheeters & McRoberts                | Hyatt Regency Atlanta 1515                        |
| Burkhart/Douglas & Associates                      | Marriott Marquis 2906                             |
| Chapman Associates                                 | Marriott Marquis 1110                             |
| Charterhouse Media Group                           | Westin Peachtree Plaza 5405                       |
| Cohn and Marks                                     | Atlanta Hilton 1346 (Main Hotel)                  |
| Communications Equity Associates                   | Atlanta Hilton 2808                               |
|  | Marriott Marquis 4008, Hyatt Regency Atlanta 1056 |
| Concept Production                                 | Marriott Marquis 928                              |
| Concept W Systems                                  | Atlanta Hilton 719 (Main Hotel)                   |
| Conus Communications                               | Westin Peachtree Plaza 6711                       |
| CPN Television                                     | Westin Peachtree Plaza 5005                       |
| R.C. Crisler & Co./Crisler Capital Co.             | Marriott Marquis 3903                             |
| R.C. Crisler & Co.                                 | Radisson 650                                      |
| DHK Group  | Marriott Marquis 5424                             |
| Digital Microwave Corp.                            | Marriott Marquis 920                              |
| Drake-Chenault                                     | Marriott Marquis 940                              |
| EEV Inc.   | Omni 846  |
| William A. Exline Inc.                             | Atlanta Hilton 746 (Main Hotel)                   |
| Fidelipac Corp.                                    | Westin Peachtree Plaza 6602                       |
| Fisher, Wayland, Cooper & Leader                   | Marriott Marquis 3814                             |
| Fletcher, Heald & Hildreth                         | Marriott Marquis 3914                             |
| Gammon Media Brokers                               | Atlanta Hilton 2646 (Towers)                      |
| Gardner, Carton & Douglas                          | Atlanta Hilton 846 (Main Hotel)                   |
| Generation Technologies Corp.                      | Westin Peachtree Plaza 6305                       |
| Group W Satellite Communications                   | Westin Peachtree Plaza 6618                       |
| Heller Financial                                   | Marriott Marquis 4719                             |
| HNWH Radio   | Marriott Marquis 380                              |
| Home Shopping Network                              | Omni 1046   |
| The Interep Radio Store                            | Marriott Marquis 4029                             |
| Jampro Antennas                                    | Westin Peachtree Plaza 6415                       |

**Network hospitality.** *ABC/Broadcast Operations & Engineering*, Westin Peachtree Plaza, English room. *AP Broadcast Network*, Hyatt Regency, 1731. *Business Radio Network*, Marriott Marquis, 3908. *CBS Inc.: Radio Networks*, Marriott Marquis, 3929. *CBS Television Network*, Westin Peachtree Plaza, 7003. *NBC*, Hyatt Regency Atlanta, 235. *Satellite Music Network*, Marriott Marquis, 3934. *UPI Radio Network*, Tower room 2, Westin Peachtree Plaza.

|  |                                    |
|--|------------------------------------|
| Jazz Systems, Electrohome                | Atlanta Hilton 646 (Main Hotel)    |
| Jesup & Lamont Securities Co.            | Westin Peachtree Plaza 5105        |
| Jorgenson, Chapin & Co.                  | Marriott Marquis 3924              |
| Kalil & Co.                              | Marriott Marquis 1135              |
| Katz & Powell Radio                      | Marriott Marquis 2806              |
| Kaye, Scholer, Fierman, Hays & Handler   | Marriott Marquis 4019              |
| Kepper, Tupper & Fugatt                  | Westin Peachtree Plaza 5205        |
| Kidwaves Radio Network                   | Marriott Marquis 4532              |
| Kline Towers                             | Omni 1036                          |
| KUTV/Travel Motivation                   | Hyatt Regency Atlanta 1426         |
| H.B. La Rue, Media Brokers               | Hyatt Regency Atlanta 2349         |
| Latham & Watkins                         | Marriott Marquis 3808              |
| LDL Communications                       | Hyatt Regency Atlanta 1835         |
| Leventhal, Senter & Lerman               | Marriott Marquis 935               |
| Lexicon Inc.                             | Omni 1125                          |
| Chesley Maddox & Associates              | Marriott Marquis 4519              |
| The Mahlman Co.                          | Atlanta Hilton 2702                |
| Malrite Communications Group             | Atlanta Hilton 832                 |
| McCabe & Allen                           | Marriott Marquis 1115              |
| R.E. Meador & Associates                 | Atlanta Hilton 2632                |
| Media Touch Systems                      | Atlanta Hilton 1932                |
| Media Venture Partners                   | Marriott Marquis 3829              |
| MTS Electric Co.                         | Hyatt Regency Atlanta 1615         |
| Nat'l. Assn. of Black Owned Broadcasters | Marriott Marquis 3919              |
| NTR Network                              | Atlanta Hilton 2050                |
| Odetics Broadcast                        | Omni 446                           |
| PacifiCorp Credit                        | Westin Peachtree Plaza 6918        |
| Pallex                                   | Hyatt Regency Atlanta 1935         |
| C.R. Pasquier Associates                 | Atlanta Hilton 1332                |
| Pepper & Corazzini                       | Omni 1136                          |
| The Performance Group                    | Omni 946                           |
| The Ward L. Quaal Co.                    | Hyatt Regency 1235                 |
| Questcom Radio Brokerage                 | Marriott Marquis 1139              |
| Radio Computing Services                 | Marriott Marquis 3109              |
| Stan Raymond & Associates                | Marriott Marquis 3106              |
| Reed Smith Shaw & McClay                 | Atlanta Hilton 1319                |
| Cecil L. Richards Inc.                   | Marriott Marquis 932               |
| Schafer Digital                          | Atlanta Hilton 2708                |
| Scientific Atlanta                       | Marriott Marquis 923               |
| Burt Sherwood Inc.                       | Radisson Atlanta 1247              |
| Snowden Associates                       | Marriott Marquis 2809              |
| Society National Bank                    | Atlanta Hilton 2650                |
| Softimage Inc.                           | Westin Peachtree Plaza 6818        |
| Staco Energy Products                    | Westin Peachtree Plaza 5905        |
| Standard Communications Corp.            | Omni 1430                          |
| Sunset Post Inc.                         | Westin Peachtree Plaza 6419 & 6502 |
| TA Communications Partners               | Omni 930                           |
|  | Atlanta Hilton 2250 & 2722         |
| TDI America                              | Westin Peachtree Plaza 6402        |
| Television Technology                    | Omni 646                           |
| Thoben-Van Huss & Associates             | Atlanta Hilton 732                 |
| Ultimatte Corp.                          | Hyatt Regency 2356                 |
| WaveFrame Corp.                          | Marriott Marquis 4703              |
| Wilkinson, Barker, Knauer & Quinn        | Ritz-Carlton 1623                  |
| Wood & Co.                               | Marriott Marquis 1103              |

## In the trenches

BROADCASTING's editorial, advertising and circulation departments will be headquartered at the Ritz-Carlton during the NAB convention. Attending will be Lucia Cobo, Lewis Edge, Geoff Foisie, Adam Glenn, Kira Greene, Harry Jessell, Kwentin Keenan, Kim McAvoy, Mary Jo O'Neill, Jeff Plaster, Herb Schiff, Randy Sukow, Ken Taishoff, Larry Taishoff, Skip Tash, Eric Trabb, Don West and Len Zeidenberg.

Copies of the April 2 issue will be available Saturday afternoon, March 31, at the NAB's magazine bins located in the Georgia World Congress Center.



# Convention planner: Day by day at NAB

All events are at the World Congress Center unless otherwise noted.

## March 30

**9 a.m.-5 p.m.** □ Registration open, Georgia World Congress Center (GWCC).

**9 a.m.-8 p.m.** □ Registration open, Marriott Marquis hotel.

**10 a.m.-7 p.m.** □ Inform exhibits open.

**9 a.m.-11:05 a.m.** □ FM systems engineering and improvement, room W-360. *Chair:* Bert Goldman, Shamrock Broadcasting.

□ 9:10 a.m., *A Report on the NRSC FM Subcommittee activities.* Wes Whidson, Group W Radio.

□ 9:25 a.m., *Optimizing the performance of the FM transmitter antenna.* Stephen Jon Blank, New York Institute of Technology.

□ 9:50 a.m., *Customized pattern applications of the FM CBR antenna.* Fred Pantsios, Harris Broadcast division.

□ 10:15 a.m., *The significance of RF power amplifier circuit topology on FM modulation performance.* Mukunda Shrestha, Broadcast Electronics Inc.

□ 10:40 a.m., *A New approach to prediction of service and interference for FM, VHF and UHF TV broadcast stations using terrain-sensitive propagation analysis.* John Kean, Moffet, Larson & Johnson Inc.

**9 a.m.-12:05 p.m.** □ **Television automation**, room W-366. *Chair:* Michael Rau, NAB.

□ 9:10 a.m., *News automation and machine control: the marriage of journalism, production and engineering.* Richard Peirceall, BASYS Inc.

□ 9:35 a.m., *A technical director's workstation—the final integrator.* B.J. Goldsmith, Connolly Systems.

□ 10 a.m., *Recent advances cause increase in captioning of local TV news.* L. Sanders Smith, Dynatech NewStar.

□ 10:25 a.m., *Studio camera control motion system.* Bran Ferren, Associates and Ferren.

□ 10:50 a.m., *Application of the library management systems at the new CBS Broadcast Origination Center.* John Beyler, CBS Inc.

□ 11:15 a.m., *The use of cart systems at NBC.* Robin Wilson, NBC.

□ 11:40 a.m., *Database management for an automated cassette recorder/player system.* William Carpenter, Ampex Corp.

**1:30 p.m.-5:10 p.m.** □ **Digital audio systems**, room W-360. *Chair:* Donald Lockett, National Public Radio.

□ 1:40 p.m., *Introduction: DAB Systems.* Michael Rau, NAB.

□ 1:50 p.m., *A hybrid satellite/terrestrial approach for digital audio broadcasting with mobile and portable receivers.* D. Pommier, CCETT, Rennes, France.

□ 2:15 p.m., *The future of satellite delivered digital audio.* Kent Malinowski, Scientific Atlanta.

□ 2:40 p.m., *Digital audio techniques for remotes broadcasts.* Paul Donahue, Gannett Radio division.

□ 3:05 p.m., *7-khz audio on ISDN B-channel channels.* Tony Masiello, CBS Radio division.

□ 3:30 p.m., *PCM digital audio technology for S-VHS video cassette recorders.* Neil Neubert, JVC Professional Products Co.

□ 3:55 p.m., *Low cost digital audio storage system.* Tim Valley, MacroMedia.

□ 4:20 p.m., *Narrowband digital audio.* Skip Pizzi, NPR.

□ 4:45 p.m., *CD player maintenance.* Laura Tyson, Denon America.

**1:30 p.m.-5 p.m.** □ **Graphics and animations**, room W-366. *Chair:* Otto Claus, Claus & Associates.

□ 1:40 p.m., *Broadcast graphics: balancing budgets and equipment specifications.* David Scammell, Quantel.

□ 2:05 p.m., *The engineer's role in implementing new graphic look—technical, production and management considerations.* Steven Davis, WPRI-TV Providence, R.I.

□ 2:30 p.m., *Real time weather information in 90's.* Todd Glickman, WSI Corp.

□ 2:55 p.m., *Animation systems at NBC.* James Keane, NBC.

□ 3:20 p.m., *Image composing and special effects today.* Marco Obadia, Limelite Video Inc.

□ 3:45 p.m., *Everything you always wanted to know about computer animation, but were afraid to ask.* Rick Lehtinen, Broadcast Engineering magazine.

□ 4:10 p.m., *Future of computer animation.* William Kovacs, Wavefront Technologies.

□ 4:35 p.m., *Graphics and animation.* Carl Calabria, Truevision Corp.

## Saturday, March 31

### Radio, television, engineering sessions

**7:30 a.m.-9:45 a.m.** □ **Congressional staff breakfast**, room W-265. Georgia World Congress Center (GWCC).

**8 a.m.-5 p.m.** □ **Registration open.**

**8:30 a.m.-11:30 a.m.** □ **Radio station tours**, NAB shuttle bus depot.

**9 a.m.-7 p.m.** □ **GWCC exhibits open.**

**9 a.m.-8 p.m.** □ **Inform exhibits open.**

**9 a.m.-10:15 a.m.** □ NAB research grants, academic research in broadcast industry, room W-255.

**Noon-2 p.m.** □ **All industry luncheon**, Ballroom. *Host:* Joint Board Chairman Lowry Mays. Presentation of NAB's Distinguished Service Award to Bill Smullin, chairman and founder of California Oregon Broadcasting. *Speaker:* NAB President Eddie Fritts.

**2:45 p.m.-5:45 p.m.** □ **International seminar.**

□ 2:45 p.m.: *Advertising: Who's Buying Commercial Radio and TV in Europe*, room W-260. Robert Dodds, Broadcast Innovations, London; Alexander Zeitelhack, Broadcast Consulting International, West Germany.

□ 4 p.m.: *Who? What? When? Where? Establishing your Local Identity in the 90's* room W-260. Marialina Marcucci, Super Channel, London.

□ 4 p.m.: *Defining Your Image: Programming, Marketing and Promotions*, room W-261. Simon Cole, Unique Broadcasting, London; Raphael Revert, Cadena SER/40 Principales, Madrid, Spain.

□ 5 p.m.: *Managing New Television Technologies*, room W-260. George Waters, David Wood, European Broadcasting Union, Geneva, Switzerland; Howard Miller, Public Broadcasting Service.

□ 5 p.m.: *Managing New Radio Technologies*, room W-261. Michael Rau, NAB; Chuck Kelly, Broadcast Electronics Inc.

**4:30 p.m.-5:45 p.m.** □ **Current developments in audience research**, room E-308. *Moderator:* Richard Ducey, NAB. *Panelists:* Gary Chapman, LIN Broadcasting; Jerry Lee, WEAZ-FM Philadelphia; Don Newberg, Radio Chattanooga Inc.

**6 p.m.-8 p.m.** □ **TARPAC reception**, Carter Presidential Center.

**6 p.m.-8 p.m.** □ **International reception**, room W-264. (Sponsored by Dynatech.)

### Radio sessions, Saturday

**10:30 a.m.-11:45 a.m.** □ **Radio exchange sessions: Do It Yourself Research**, room W-260. Robert Galen, New York.

□ *How to Analyze Your Ratings Book*, room W-261. *Moderator:* Austin McLean, NAB. *Panelists:* Phillip Beswick, Birch Radio; Ed Cohen, Michigan State University; Jay Guyther, The Arbitron Co.

□ *How to Find/Hire Minority Employees*, room W-256. *Panelists:* Deborah Baldwin, Cox Enterprises; Callie Crossley, National Association of Black Journalists; Sidmel Estes Sumpter, WAGA-TV Atlanta; Hatim Hamer, NAB.

□ *CP Chat*, room W-254. Larry Eads, FCC; Brian Madden, Cohn & Marks; Bayard Walters, The Cromwell Group.

**2:45 p.m.-4 p.m.** □ **Radio exchange sessions: Ask the Lawyer**, room W-255. Jeff Baumann, Eldred Ingraham, Terry Etter, NAB.

□ *Ask the FCC*, room W-256. Karen Livesay, NAB; Lauren Belvin, William Hassinger, Charles Kelley, FCC.

□ *Programming Power*, room W-254. Walter Sabo, WR Sabo Inc.; Jim Richards, Vallie Communications.

□ *Broker Banter*, room W-262. Tim Menowsky, Communications Equity Associates; Charles Giddens, Media Venture Partners.

□ *How to Do a Business/Marketing Plan*, room W-257. *Moderator:* Richard Ducey, NAB. *Speakers:* Jim Geason, WRUF-FM Gainesville, Fla.; John Sutherland, University of Florida, Gainesville.

**4:15 p.m.-5:30 p.m.** □ **Selling toward a new century**, room W-257. *Speaker:* Warren Potash, Radio Advertising Bureau.

### Television sessions, Saturday

**9 a.m.-10:15 p.m.** □ **International TV: The new frontier/old world markets**, room E-306. *Moderator:* Michael Garin, Furman Selz, New York. *Panelists:*

Jack Healy, Capital Cities/ABC, New York; Bryan Wood, Alta Berkley Associates, London; Julian Shepard, NTIA, Washington.

**9 a.m.-10:15 a.m. □ HDTV...market developments and opportunities**, room E-308. *Moderator:* Michael Rau, NAB. *Panelists:* Bradley Holmes, State Department; Howard Miller, PBS; Lawrence Thorpe, Sony Advanced Systems.

**10:30 a.m.-11:45 a.m. □ Banking on TV: domestic investment opportunities in broadcasting**, room E-306. *Moderator:* Raymond Timothy, Furman Selz. *Panelists:* Bruce Bishop Cheen, Paul Kagan Associates; Elliot Stein, Commonwealth Capital Partners; Robert Sutton, Media General Broadcast Group.

**2:45 p.m.-4 p.m. □ Television and the telephone company**, room E-306. *Speaker:* Ormand Wade, Ameritech.

**2:45 p.m.-4 p.m. □ Tax management for the broadcaster**, room E-309. *Moderator:* Mark Fratrik, NAB. *Panelists:* Christopher Baldwin, Gannett Broadcasting; Thomas Buono, BIA/FG&K; J. Michael Hines, Dow, Lohnes & Albertson; Lindy Paull, Minority Council Finance Committee.

### Engineering sessions, Saturday

**9 a.m.-10:45 a.m. □ AM antenna systems workshop**, room W-360. *Moderator:* Benjamin Dawson, Hatfield & Dawson. *Panelists:* Thomas King, Kintronics Laboratories; Karl Lahm, Lahm, Sutta & Cavell Inc.; Thomas Osenkowsky, radio consultant, Brookfield, Conn.; Ron Rackley, duTreil, Lundin & Rackley.

**9 a.m.-10:45 a.m. □ RF radiation regulation compliance workshop**, room W-366. *Moderator:* Richard Tell, Richard Tell Associates Inc. *Panelists:* Dane Ericksen, Hammett & Edison; James Hatfield, Hatfield & Dawson; Barry Umansky, NAB; William Hassinger, FCC.

**10:50 a.m.-12:35 p.m. □ Contract engineers workshop**, room W-360. *Moderator:* James Stanely, Stanley Broadcast Engineering. *Panelists:* James Loupas, James Loupas Associates; Grady Moates, Loud and Clean; Barry Victor, The Victor Group.

**10:50 a.m.-12:35 p.m. □ TV test and measurements workshop**, room W-366. *Chair:* William Dougherty, Capital Cities/ABC. *Panelists:* David Danielson, Harris Broadcast Division; Margie Craig and Adolfo Rodriguez, Tektronix.

**1:30 p.m.-5 p.m. □ Television engineering**, room W-366. *Chair:* Ben Greenberg, Capital Cities/ABC.

□ 1:40 p.m., *Zoom lens design for CCD cameras—the implications...and the challenge*. Bernard Angenieux, Angenieux Corp. of America.

□ 2:05 p.m., *New elements that provide pattern versatility in the coax Wavestar antennas*. Fred Pantsios, Harris Broadcast Division.

□ 2:30 p.m., *New adaptive digital technology for interfacing production intercom systems to dial-up telco lines*. Steve Church, Telos Systems.

□ 2:55 p.m., *A new concept in routing switcher technology allowing for system-based control of the broadcast process*. Dan Desmet and Martin Piepers, Barco Inc.

□ 3:20 p.m., *The role of image data compression in professional video recording*. John Kearney, Ampex Corp.

□ 3:45 p.m., *A new small format digital VTR using half-inch tape*. Katsuaki Murayama, NHK, Tokyo.

□ 4:10 p.m., *Broadening the applications of zone plate generators*. John Horn, Tektronix.

□ 4:35 p.m., *Switcher crosstalk reduction techniques*. David Bird, BTS/Broadcast Television Systems.

**1:30 p.m.-4:15 p.m. □ Safety, interference and environmental concerns**, room W-360. *Chair:* Bruce Hunter, Voice of America.

□ 1:40 p.m., *New fire protection requirements for indoor coaxial cable and waveguide*. Robert Leonard, Andrew Corp.

□ 2:05 p.m., *An investigation of RF-induced hot spots and their significance to determining compliance with the ANSI radiofrequency protection guide*. Richard Tell, Richard Tell Associates Inc.

□ 2:30 p.m., *Standards setting work to control interference to broadcasting*. Kelly Williams, NAB.

□ 2:55 p.m., *Field testing of a shortened EBS alert tone*. Larry Estlack, Michigan Emergency Communication Committee.

□ 3:20 p.m., *Broadcasters and EBS: obligations, responsibilities and operations during disasters*. Ray Seddon, Emergency Communications Systems Consultants.

□ 3:45 p.m., *Presentation of award to Durham Life Broadcasting*.

□ 3:50 p.m., *Durham Life Broadcasting EBS tape—premier showing*. Charles Stegall, WPTF-TV Raleigh, N.C.; Clyde Penny, Penny Enterprises.

## Sunday, April 1

### Radio, TV, engineering sessions

**7:30 a.m.-9 a.m. □ FCC/NTIA policymakers breakfast**, room W-265. *Moderators:* Jeff Baumann and Belva Brissett, NAB. *Panelists:* FCC: James Quello.

Sherrie Marshall, Andrew Barrett, Ervin Duggan; NTIA: Janice Obuchowski

**8 a.m.-5 p.m. □ Registration open.**

**9 a.m.-7 p.m. □ GWCC exhibits open.**

**9 a.m.-8 p.m. □ Inforum exhibits open.**

**9:15 a.m.-10:30 a.m. □ Disaster! Is your station prepared?** (Radio and TV session.) Room E-308. *Moderator:* David Bartlett, Radio-Television News Directors Association. *Panelists:* Barbara Vaughn, City of Charleston, S.C.; Harry Fuller, KGO-TV San Francisco; Efrain Archilla, WALO-FM Humaco, P.R.; Marion Lewenstein, Stanford University; Kelly Williams, NAB.

**9:15 a.m.-10:30 a.m. □ Political hardball—campaign advertising**, room E-305.

**9:30 a.m.-11 a.m. □ Regulatory roundtable—license renewal safeguards**, room W-263. Jeff Baumann and Barry Umansky, NAB; Neal Friedman, Pepper & Corazzini, Washington; M. Anne Swanson, Koteen & Naitlain; Richard Zaragoza, Fisher, Wayland, Cooper & Leader.

**2:30 p.m.-4 p.m. □ Regulatory roundtable—political broadcasting primer**, room W-263. Steve Bookshester, NAB; Michael Berg, Miller & Holbrook; Craig Blakely, Schnader, Harrison, Segal & Lewis; M. Scott Johnson, Gardner, Carton & Douglas.

**2:45 p.m.-4 p.m. □ The future of beer and wine advertising—a sobering concern**, room W-262.

**3 p.m.-4:30 p.m. □ TV Marti—The technical feasibility and interference consequences of a government initiative to transmit TV programming to Cuba**, room E-305. *Moderator:* Ralph Justus, NAB. *Panelists:* Antonio Navarro, USIA; Wallace Johnson, Moffet, Larson & Johnson Inc.; Patrick Roberts, Florida Association of Broadcasters; Wayne Vriesman, Tribune Broadcasting; Clear Channel Broadcasting Service; Carl Pyron, FCC; Representative Al Swift (D-Wash.).

### Radio sessions, Sunday

**9:15 a.m.-10:30 a.m. □ Copyrights and wrongs—from music licensing to protecting your programming**, room W-255. *Moderator:* Benjamin F.P. Ivins, NAB. *Panelists:* David Hochman, ASCAP; Voncile Pearce, WARF-AM Jasper, Ala.; John Stewart Jr., Crowell & Moring; David Wittenstein, Dow, Lohnes & Albertson.

**9:15 a.m.-10:30 a.m. □ European radio, getting your foot in the door before '92**, room W-260. *Moderator:* Peter Stromquist, Montreux Companies. *Panelists:* Richard Harris, Group W Radio; Jim Long, FirstCom; Bob Richer, New York.

**9:15 a.m.-10:30 a.m. □ Cash in on community service**, room W-256. *Moderator:* John Lauer, WGST-WPCH Atlanta. *Panelists:* Steven Brock, KNCO-AM-FM Grass Valley, Calif.; Amos Brown, WTUX(AM)-WTLC-FM Indianapolis; Andy Hilger, WJON(AM)-WWJO-FM St. Cloud, Minn.; Jerry Dahmen, WSM-AM-FM Nashville.

**9:15 a.m.-10:30 a.m. □ Turnaround tactics**, room W-254. *Moderator:* Mark Driscoll, WIOQ-FM Philadelphia. *Panelists:* Scott Meier, WFAN(AM) Astoria, N.Y.; Steve Sinicropi, WLUM-FM Elm Grove, Ill.; Bill Wells, WDJX-FM Louisville, Ky.

**10:45 a.m.-noon □ Value added marketing**, room W-257. *Speaker:* Irwin Pollack, Irwin On Radio.

**10:45 a.m.-noon □ Enhancing your local image**, room W-261. *Moderator:* Linda Nix, KOFY-AM-FM-TV Los Angeles. *Panelists:* Lou Bartone Jr., WJIB-FM Boston; Darcel Shouler, WFLZ Tampa, Fla.; Arnold Katinsky, WGST-WPCH Atlanta.

**10:45 a.m.-noon □ Using employee benefits to save you money**, room W-254. *Moderator:* Donald Newberg, Radio Chattanooga Inc. *Panelists:* David Hildebrandt, Dow, Lohnes & Albertson; Richard Kleinert, Mercer Meidinger Hansen; Harley Park, InterMart Broadcasting.

**10:45-noon □ Avoiding accidents in morning drive**, room W-255. *Moderator:* Steve Bookshester, NAB. *Panelists:* Lauren Belvin, FCC; Dennis Corbett, Leventhal, Senter & Lerman; Timothy Dyk, Jones Day Reavis & Pogue; Daniel Waggoner, Davis Wright Tremaine.

**12:15 p.m.-2:30 p.m. □ Radio leadership brunch**, Ballroom. Hall of Fame awards: CBS correspondent Charles Osgood and Inner City Broadcasting's Hal Jackson.

**2:45 p.m.-5:30 p.m. □ Small market idea depository**, room W-260.

□ 2:45 p.m.: *Operations*, Jerry Papenfuss, Result Radio Group.

□ 3:30 p.m.: *Programming*, Paul Tinkle, WCMT Martin, Tenn.

□ 4:45 p.m.: *Sales*, George Hyde, Radio Advertising Bureau.

**2:45 p.m.-4 p.m. □ Contests and promotions: Making money under the new laws**, room W-254. *Moderator:* Eldred Ingraham, NAB. *Panelists:* Charles Kelley, FCC; John Wells King of Haley, Bader & Potts; Marvin Rosenberg of Fletcher, Heald & Hildreth; Howard Weiss of Mullin, Rhyne, Emmons & Topel.

**2:45 p.m.-4 p.m. □ Creative thinking tactics**, room W-261. *Panelists:* Rich



Reis, NewCity Creative Thinking Resources, WWKA-WDBO Orlando, Fla.; Gerry Tabio, New City Creative Thinking Resources, KRMG(AM) Tulsa, Okla.

**4:15 p.m.-5:30 p.m.** □ **Optimum effective scheduling: The system for generating advertiser results, renewals and referrals**, room W-257. *Speakers:* Steve Marx, NewCity Associates Inc.; Pierre Bouvard, Coleman Research Inc.

**4:15 p.m.-5:30 p.m.** □ **Red flags to look for in hiring**, room W-254. Betty Hunter, Los Angeles; William Kleinert, Tillinghast Reid & Co.

**4:15 p.m.-5:50 p.m.** □ **Aggressive marketing/prudent management**, room W-256. *Moderator:* Caroline Devine, KSMG San Antonio. *Panelists:* Edith Baker, KQQK Houston; Cloe Brothers, WGY-AM-FM Schenectady, N.Y.; Linda Taber, KBEZ Tulsa, Okla.

#### Television sessions, Sunday

**9:15 a.m.-10:30 a.m.** □ **Advanced television: tuning in to the future**, room E-306. *Moderator:* John Abel, NAB. *Panelists:* Peter Fannon, Advanced Television Test Center; Richard Wiley, FCC Advisory Committee on ATV, Wiley, Rein & Fielding; Roy Stewart, FCC; Margita White, Association of Maximum Service Telecasters.

**9:15 a.m.-10:30 a.m.** □ **Building bridges with cable**, room E-309. *Moderator:* Richard Ducey, NAB. *Panelists:* Arnold Reymier, Reymier & Gersin; Joe Duke, WWL New Orleans; David Kantor, Cox Cable.

**10:45 a.m.-noon** □ **Meet the RBOCs...Who are they and where are they headed?**, room E-306. *Moderator:* Jim Lynagh, Multimedia Broadcasting. *Panelists:* Allan Arlow, Ameritech; Grey Collins, Bell Atlantic; Robert Glaser, Southwestern Bell; Colin Watson, NYNEX. *Residential broadband services of the future:* Presenter: Ray Strassburger, Northern Telecom Inc.

**1:15 p.m.-2:30 p.m.** □ **Growing the business in a decade of competition**, room E-306. James Joyella, Television Bureau of Advertising.

**1:15 p.m.-2:30 p.m.** □ **Broadcasters, cable and telco—is the future on the line?**, room E-305.

**2:45 p.m.-4 p.m.** □ **LPTV...it's here and there and just about everywhere**, room E-309. *Moderator:* John Kompas, Community Broadcasters Association. *Panelists:* Roy Stewart, FCC; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn; Martin Rubenstein, Communications Consultant; Eddie Barker, Eddie Barker & Associates.

**2:45 p.m.-4 p.m.** □ **DBS: Prospects for success**, room E-308. *Moderator:* Marcia DeSonne, NAB. *Panelists:* Stanley Hubbard, Hubbard Broadcasting; Clay Whitehead, McLean, Va.; Tom Rogers, GE/NBC; Jim Ramo, Hughes Communications Inc.; Peter Marshall, K. Schaefer & Associates; Ray Gallagher, Sky Television, London.

**4:30 p.m.-5:30 p.m.** □ **Hundred plus social**, room E-308.

#### Engineering sessions, Sunday

**9 a.m.-11:40 a.m.** □ **Radio engineering**, room W-360. *Chair:* Bill Ryan, KMEZ/KDBN Dallas.

□ 9:10 a.m., *Building and operating multi-purpose remote studio vehicle*. Michael Callaghan, KHS-AM-FM Los Angeles.

□ 9:35 a.m., *Design and development of computer-controlled on-air automatic music management system*. Michele Sanders, Drake Chenault Enterprises Inc.; Steve Kadner, Aquila Technologies Group Inc.

□ 10 a.m., *Digital program control: extending environment*. David Evers, Broadcast Electronics Inc.

□ 10:25 a.m., *Simplified maintenance procedures using stereo noise*. Harry Gardner, Delta Electronics.

□ 10:50 a.m., *RDS: European experience and proposal for North America*. Gerald LeBow, Sage Alerting systems Inc.

□ 11:15 a.m., *Off-Premise control of broadcast facilities via satellite*. William Sepmeier, National Supervisory Network.

**9 a.m.-12:05 p.m.** □ **UHF transmission**, room W-364. *Chair:* William Ramsay KUON-TV Lincoln, Neb.

□ 9:10 a.m., *Channel 69 filtering system for land mobile compatibility—Miami*. William DeCormier, Dielectric Communications.

□ 9:35 a.m., *Improved technological solutions for UHF power tubes*. Heinz Bohlen, EEV.

□ 10 a.m., *Field performance of MSDC klystron*. James Pickard, Harris Broadcast Division.

□ 10:25 a.m., *Progress report on Klystron-equipped transmitters at Georgia Public Telecommunications Network*. Al Korn, Georgia Public Telecommunications Commission.

□ 10:50 a.m., *Advances in Klystron-equipped transmitters*. Nat Ostroff, Comark Communications Inc.

□ 11:15 a.m., *Going beyond technological fads: objective criteria for selecting high power UHF TV transmitters*. Jean-Marc Barriere, Thomson.

□ 11:40 a.m., *Innovation and introduction of new MSDC-klystron generation for high efficiency UHF TV transmitters*. Wolfgang Schmidt, Philips Compo-

nents.

**9 a.m.-12:55 p.m.** □ **Advanced television**, room W-366. *Chair:* Richard Streeter, CBS Inc.

□ 9:10 a.m., *Antenna/transmission line system and HDTV*. Geza Dienes, Andrew Corp.

□ 9:35 a.m., *Paving way for advanced TV services in Canada*. Susannah Knott, Telesat Canada.

□ 10 a.m., *Codec for HDTV transmission through terrestrial and satellite digital links*. Francesco Molo, Telettra, S.p.A.

□ 10:25 a.m., *Costs of converting broadcast facility to HDTV: update*. Robert Ross, KYW-TV Philadelphia.

□ 10:50 a.m., *Proposed SC-HDTV program production standard*. Wayne Bretl, Zenith Electronics Corp.

□ 11:15 a.m., *HDTV image compression for reducing bandwidth and improving received image quality*. Robert Dhein, New York Institute of Technology.

□ 11:40 a.m., *Progress report on ATSC efforts in HDTV production standards*. Virgil Conanan, HBO.

□ 12:05 p.m., *Common image format and common data rate approaches to HDTV production standards—European view*. Terry Long, Independent Broadcasting Authority.

□ 12:30 p.m., *International developments of HDTV production standards*. M. Krivosheev, CCIR Study Group 11 (Television), Geneva, Switzerland.

**1:30 p.m.-5 p.m.** □ **New broadcast technology**, room W-364. *Chair:* Louis Libin, NBC.

□ 1:40 p.m., *New tower construction techniques*. Ramon Upsahl, Skilling Ward Magnusson Barkshire Inc.

□ 2:05 p.m., *Multichannel TV combiners: technology for the 90's*. Jim Stenberg, Micro Communications Inc.

□ 2:30 p.m., *Distribution of broadcast quality video using telephony transmission*. Nicholas Stanley, ADC Telecommunications.

□ 2:55 p.m., *Eight-city DS3 digital video trial—what makes it work*. Robert Blackburn, Bellcore.

□ 3:20 p.m., *Transmission line maintenance using high-power pulse reflectometer*. John Bisset, Delta Electronics Inc.

□ 4:10 p.m., *True 3-D broadcast television without glasses*. Chris Mayhew, Vision III Imaging Inc.

□ 4:35 p.m., *Cable's application of fiber optics for improved video quality and bandwidth*. Walter Ciciora, American Television & Communications.

**1:30 p.m.-5:55 p.m.** □ **Advanced television**, room W-366. *Chair:* Michael Sherlock, NBC.

□ 1:40 p.m., *Development of planning factors for ATV*. Donald Jansky, Jansky/Barmat Telecommunications Inc.

□ 2:05 p.m., *ACTV progress report*. Jack Fuhrer, David Sarnoff Research Center.

□ 2:30 p.m., *HDTV advanced research*. William Glenn, Florida Atlantic University.

□ 2:55 p.m., *High-definition optical disk playback system*. Laurence Thorpe, Sony Advanced Products.

□ 3:20 p.m., *Study of methods of signal processing applicable to wide aspect EDTV compatible with NTSC*. Yosai Araki, NTV, Tokyo.

□ 3:45 p.m., *HDS/NA-6: simulcast high-definition system*. Mikhail Tsinberg, Philips Laboratories, North American Philips Corp.

□ 4:10 p.m., *Compatible MUSE systems for terrestrial broadcasting of HDTV signals—ADTV*. Yutaka Tanaka, NHK.

□ 4:35 p.m., *Widescreen 525—Economical entry into ATV*. Merrill Weiss, NBC.

□ 5:05 p.m., *Progress on ATV system design at MIT*. Jae Lim, MIT.

□ 5:30 p.m., *Using Genesys HDTV technologies for today's NTSC expanded services*. Richard Gerdes, Production Services Inc.

## Monday, April 2

#### Radio, TV, engineering sessions

**9 a.m.-5 p.m.** □ Registration open.

**9 a.m.-6 p.m.** □ GWCC exhibits open.

**9 a.m.-4 p.m.** □ Inforum exhibits open.

**9:30 a.m.-11 a.m.** □ **Regulatory roundtable—contests and promotions**, room W-263. Barry Umansky, Eldred Ingraham, NAB; Ashton Hardy, Walker, Bordelon, Hamlin, Theriot & Hardy; Maureen O'Connell, Leventhal, Senter & Lerman; Peter O'Connell, Pierson, Ball & Dowd.

**2:30 p.m.-4 p.m.** □ **Regulatory roundtable—working with FCC/NTIA staff**, W-263. Belva Brissett, NAB; Charles Schott, Lauren Belvin, Robert Branson, FCC; Julian Shepard, NTIA.

**2:45 p.m.-4:15 p.m.** □ **Share-in—personnel**, room E-308. *Discussion leaders:* Valerie Schulte, NAB; Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn.

*Table hosts:* Patricia Diaz Dennis, Jones Day Reavis & Pogue; Terry Etter, NAB; John Quale, Wiley, Rein & Fielding; Henry Rivera, Dow, Lohnes & Albertson; Gregory Schmidt, Covington & Burling; Susan Wing, Hogan & Hartson.

## Radio sessions, Monday

**12:30 p.m.-1:45 p.m.** □ **Moving up the Dial: Radio-only in Congress**, room W-262.

**12:30 p.m.-1:45 p.m.** □ **Promotions that save inventory**, room W-256. *Moderator:* Lina Jean Armstrong, WFOX-FM Atlanta. *Panelists:* Cheryl Esken, WLUP-AM-FM Chicago; Phillip Zachary, WRDU-FM Raleigh, N.C.

**12:30 p.m.-1:45 p.m.** □ **AM action**, room W-255. *Moderator:* Ted Snider, Snider Communications Corp. *Panelists:* Larry Eads, FCC; Alan Okun, WGFP(AM) Webster, Mass.; John Quinn, WJDM Elizabeth, N.J.; Stan Salek, Barry Umansky, NAB.

**12:30 p.m.-1:45 p.m.** □ **Station trading in today's changing climate**, room W-257. *Moderator:* Daniel Gammon, American Radio Brokers. *Panelists:* Richard Blackburn, Blackburn & Co.; Paul Fiddick, Heritage Media; Scott Ginsburg, Evergreen Media Corp; Doug Zylstra, Heller Financial Inc.

**12:30 p.m.-1:45 p.m.** □ **Into the 90's—strategies for radio**, room W-257. *Speaker:* Rob Balon, The Benchmark Co.

**2 p.m.-3:15 p.m.** □ **Syndicated vs. locally produced programing**, room W-256. *Speakers:* Bill Cahill, WSTR-WQXI Atlanta. *Panelists:* Lee Abrams, Satellite Music Network; Bill Pasha, WAPE-FM Jacksonville, Fla.

**2 p.m.-3:15 p.m.** □ **Improving and creating stations in the 90's**, room W-254. *Moderator:* Barry Umansky, NAB. *Panelists:* Larry Eads, FCC; George Borsari Jr., Borsari & Paxson; Alan Campbell, Dow, Lohnes & Albertson; Wallace Johnson, Moffet, Larson & Johnson Inc.; Matthew Leibowitz, Leibowitz & Spencer.

**2 p.m.-3:15 p.m.** □ **Selling your deal to lenders and investors**, room W-255. *Speakers:* Robin Martin, Deer River Group; Erwin Krasnow of Verner, Lipfert, Bernhart, McPherson & Hand.

**2 p.m.-3:15 p.m.** □ **Marketing magic**, room W-257. *Moderator:* Lynn Christian, NAB. *Speakers:* W. Whitley Hawkins, Delta Air Lines; Michael Beindorff, Coca-Cola USA.

**3:30 p.m.-4:45 p.m.** □ **Management challenges of the 90's**, auditorium. *Speaker:* Fran Tarkenton, KnowledgeWare.

**4:30 p.m.-6:30 p.m.** □ **Programing and production expo**, room W-260.

## Television sessions, Monday

**9:15 a.m.-10:30 a.m.** □ **If carry, must pay**, room E-306. *Moderator:* James Hedlund, INTV. *Panelists:* Burtram Carp, Turner Broadcasting Systems Inc.; Lawrence Secrest, Wiley, Rein & Fielding; Harry Shooshan, NERA; Cyril Vetter, WFLA-TV Baton Rouge.

**10:45 a.m.-noon** □ **Sports on Television: A new ballgame for broadcasters**, room E-306. *Presenters:* Paul Bortz, Bortz & Co.; Mark Wyche, Bortz & Co. *Panelists:* Ted Koplar, KPLR-TV St. Louis; Russell Granik, National Basketball Association; Ed Frazier, Prime Network; Dennis Swanson, Capital Cities/ABC.

**12:30 p.m.-2:30 p.m.** □ **Television luncheon**, Ballroom. *Keynote speaker:* Donald Keough, Coca-Cola Co. *Host:* Tom Goodgame, Westinghouse Broadcasting Co. Inc. and Benjamin McKeel, Nationwide Communications. *1990 Broadcasting Hall of Fame Awards program honoring: "The Honeymooners" and its original cast:* Art Carney, Audrey Meadows and Joyce Randolph; Sylvester (Pat) Weaver, former NBC-TV president.

**2:45 p.m.-4:15 p.m.** □ **Share-in News**, room E-309. Tom Bier, WISC-TV Madison, Wis., RTNDA; Charles Sennet, Tribune Broadcasting; Neil Kuvlin, WHAS-TV Louisville, Ky.; Molly Pauker, NBC; Mark Prak, Tharrington, Smith & Hargrove; Bruce Reese, Bonneville International Corp.; Steve Bookshester, NAB.

**2:45 p.m.-4:15 p.m.** □ **Share-in syndex/cable relations**, room E-305. Travis Rockey, Cordillera Communications; Bob Thomson, Tele-Communications Inc.; Roy Stewart, FCC; Arthur Goodkind, Koteen & Naftalin; Benjamin F.P. Ivins, NAB; Alex Best, Cox Cable Communications; Donna Armiger, The Arbitron Co.

## Engineering sessions, Monday

**9 a.m.-12:10 p.m.** □ **AM systems engineering and improvement**, room W-366. *Chair:* E. Glynn Walden, Group W.

□ 9:10 a.m., *FCC regulations update*. Roy Stewart, FCC.

□ 9:30 a.m., *NRSC update*. John Marino, NewCity Communications.

□ 9:45 a.m., *Correlating AM transmitter performance with ability to comply with NRSC-2 RF mask*. Glen Clark, Glen Clark & Associates.

□ 10:10 a.m., *Analysis of potential interference between AM stations separated in frequency by two or three channels*. John Kean, Moffet, Larson & Johnson Inc.

□ 10:35 a.m., *Designing radio receivers for NRSC specifications*. Almon Clegg, consultant, Parsippany, N.J.

□ 11 a.m., *Status report on development of low-profile AM antenna system*. Alfred Resnick, Capital Cities/ABC Radio.

□ 11:10 a.m., *NAB anti-skywave antenna project*. Kelly Williams, NAB.

□ 11:20 a.m., *New look at counterpoise*. Ogden Prestholdt, P.E.

□ 11:45 a.m., *Computer design of AM directional phasing equipment*. Jerry Westberg, Westberg Consulting.

**9 a.m.-11:40 a.m.** □ **Television audio**, room W-364. *Chair:* Dennis Ciapura, Noble Broadcast Group.

□ 9:10 a.m., *Electro-mechanical architecture of software-based television audio console*. Richard Hajdu and George Stage, Orion Research.

□ 9:35 a.m., *Practical approach to applying MS stereo microphone*. David Ross, Shure Brothers Inc.

□ 10 a.m., *MTS stereo conversion experience*. Larry Pozzi, WCMH-TV Columbus, Ohio.

□ 10:25 a.m., *NTSC compatible digital modulation for TV sound*. Craig Todd, Dolby Laboratories.

□ 10:50 a.m., *Audio network quality control*. Sergio Moreno, Schmid Telecommunication.

□ 11:15 a.m., *SAP, uses and problems*. *Moderator:* Cary Wight, PBS. *Panelists:* Ira Goldstone, KTLA Los Angeles; Robert Good, WGAL Lancaster, Pa.; Joseph Manning, KAET Tempe, Ariz.; Bruce Herget, WMPB Owing Mills, Md.; Donald Sussman, WNET(TV) New York; Barry Cronin, WGBH(TV) Educational Foundation.

**11:40 a.m.-12:30 p.m.** □ **NTSC ghost canceling**, room W-364. *Chair:* Donald Wilkinson, Fisher Broadcasting.

□ 11:40 a.m., *Ghost canceling overview*. A.G. Uyttendaele, Capital Cities/ABC.

□ 12:05 a.m., *Development of ghost cancel technology for TV broadcasting*. Shigeo Matsuura, BTA Ghost Canceller Committee, Hitachi Ltd.

**1:15 p.m.-2:45 p.m.** □ **FCC Q&A forum**, room W-360. *Moderator:* Michael Rau, NAB. *Panelists:* Roy Stewart and William Hassinger, FCC Mass Media Bureau; Angelo Ditty Jr., Atlanta field operations bureau, FCC; Doug Miller, FCC, Atlanta; Frank Lucia, FCC, Washington.

**1:30 p.m.-5 p.m.** □ **Computers & Communications for broadcast engineers**, room W-366. *Chair:* Bill Tullis, Turner Broadcasting.

□ 1:40 p.m., *How to implement computerized system for scheduling technicians and engineers*. James Fink, Prompt Corp.

□ 2:05 p.m., *Practical use of computer for broadcast engineer*. Matthew Sanderford Jr., Marsand Inc.

□ 2:30 p.m., *PC communications for broadcasters*. Chuck Forsberg, Omen Technology; John Hoffman, New York Management Services, Compuserve On-Line Communications; Phil Katz, PKWare; Mark Leff, Turner Broadcasting; Charles Preston, Information Integrity.

**1:30 p.m.-5:45 p.m.** □ **Television Production and Editing**, room W-364. *Chair:* Kelly Williams, NAB.

□ 1:40 p.m., *Integrated digital production suite*. Charles Clarke, Digital F/X Inc.

□ 2:05 p.m., *Cost effective digital editing for broadcasters*. David Scammell, Quantel.

□ 2:30 p.m., *Video and audio in post-production switching systems*. David Cker, FORA Corp. of America.

□ 2:55 p.m., *Film imaging for TV systems of tomorrow*. C. Bradley Hunt, Eastman Kodak Co.

□ 3:20 p.m., *Electronic production techniques for "60 Minutes" and "48 Hours."* Howell Mette, CBS Inc.

□ 3:45 p.m., *Price/performance revolution in digital special effects*. Greg McCartney, Ampex.

□ 4:10 p.m., *Broadcast and video production applications of Stereosurround audio production process*. Robert Schulein, Shure HTS.

□ 4:35 p.m., *Synthesvision—New chroma key imaging technique with hi-vision background*. Shigeru Shimoda, NHK Science & Technical Research Laboratories.

□ 5 p.m., *Dynamic pre-correction of component video signals for improved NTSC color encoded pictures*. John Rossi, Intelvideo Inc.

**2:45 p.m.-5:25 p.m.** □ **Broadcast auxiliary and satellite systems**, room W-360. *Chair:* Ralph Thompson, WIVB-TV Buffalo, N.Y.

□ 2:55 p.m., *Tracking system for inclined orbit satellites*. Barbara Hodge, Andrew Corp.

□ 3:20 p.m., *Multichannel audio multipoint distribution service: 2 ghz background music*. Robert Unetick, ITS Corp.

□ 4:10 p.m., *Improved audio quality of remote broadcasts using multiline telephone extenders*. Michael McKenzie, Gentner Electronics Corp.

□ 4:35 p.m., *Worldcom: personal satellite communications system for voice and data*. Mark Harris, CBS Inc.

□ 5 p.m., *Rate-reduced digital audio in broadcast environment*. William Spur-



6 p.m. □ Ham operators reception.

## Tuesday, April 3

### Radio, TV, engineering sessions

9 a.m.-1 p.m. □ Registration open.

9 a.m.-4 p.m. □ GWCC exhibits open.

9:30 a.m.-10:30 a.m. □ **The challenge of a changing environment: FCC broadcast policies in the 90's**, Auditorium. *Speaker:* FCC Chairman Alfred Sikes.

12:30 p.m.-2 p.m. □ **Regulatory roundtable—food and food for thought**, room W-263.

□ *Cable TV issues*. Benjamin Ivins, NAB; Tom Davidson, Sidley & Austin; Bruce Jacobs, Fisher Wayland, Cooper & Leader.

□ *Station upgrades: AM and FM improvement*. Barry Umansky, NAB; John Feore Jr., Dow, Lohnes & Albertson; John Garziglia, Pepper & Corazzini; Jerold Jacobs, Rosenman & Colin; Lawrence Roberts, Mullin, Rhyne, Emmons & Topel.

□ *Indecency/libel/privacy update*. Steve Bookshester, NAB; Irving Gastfreund, Kaye, Scholer, Fierman, Hays & Handler; Diane Killory, Morrison & Foerster.

□ *Regulatory roundup*. Jeff Baumann, Valerie Schulte and Eldred Ingraham, NAB; Dan Alpert, Ginsburg, Feldman & Bress; Barbara Gardner, Leventhal, Senter & Lerman; Elizabeth Haile Hayes, Akin, Gump, Strauss, Hauer & Field; Julie Rones, Fletcher, Heald & Hildreth.

6 p.m.-10 p.m. □ **Peabody Awards**, Ballroom.

□ 6 p.m.: reception; 7 p.m.: dinner; 8 p.m.: awards.

### Radio sessions, Tuesday

10:45 a.m.-noon □ **Cross ownership: the benefits/the basics**, room W-255. *Moderator:* Dean Goodman, WLVE Miami. *Panelists:* Alan Brill, Brill Media; Bill Clark; Shamrock Broadcasting; Herb McCord, Greater Media; Ramsey Woodworth, Wilkes, Artis, Hednick & Lane.

10:45 a.m.-noon □ **Preparing your station for workforce '90**, room W-262. *Moderator:* Dwight Ellis, NAB. *Panelists:* David Bartlett, RTNDA; Xernona Clayton, Turner Broadcasting; Tom Morgan, National Association of Black Journalists; Bill Shearer, KGfJ Los Angeles.

10:45 a.m.-noon □ **Negotiating tactics**, room W-257. *Speaker:* Ross Reck, Ross Reck & Associates.

10:45 a.m.-noon □ **Madison Avenue Report: Spanish radio hot for the 90's**, room W-254. *Presenters:* Meg Bernot and Sara Sunshine, Publicidad Siboney.

12:30 p.m.-1:45 p.m. □ **Using technology to improve productivity**, room W-255. *Moderator:* Jerry Recker, WBT-FM Charlotte, N.C. *Panelists:* James Butts, Jefferson-Pilot Communications; Sam Caputa, Adams Communication Corp.; Pat Papenfuss, Result Radio Group.

12:30 p.m.-1:45 p.m. □ **Positive leadership**, room W-254. *Speaker:* Norm Goldsmith.

12:30 p.m.-1:45 p.m. □ **Negotiating tactics** (repeat), room W-257.

2 p.m.-3:15 p.m. □ **Training your replacement to handle issues in people management**, room W-255. *Speaker:* Pat Pearson, Pearson Presentations.

2 p.m.-3:15 p.m. □ **License renewal/EEO/labor law update—doing it right from the start**, room W-254. *Moderator:* Terry Etter. *Panelists:* Roy Stewart and Charles Kelley, FCC; Bruce Goodman, Arter & Hadden; David Grant, Baker & Hostetler; Robert Jacobi, Cohn & Marks.

2 p.m.-3:15 p.m. □ **How America's Most Successful Radio Salespeople Do It (Mega sales)**, room W-257. *Speaker:* Bill Moyes, The Research Group.

### Television sessions, Tuesday

10:45 a.m.-12:15 p.m. □ **Network CEO's address NAB '90**, Auditorium. *Moderator:* Jeff Greenfield, Capital Cities/ABC. *Speakers:* Thomas Murphy, Capital Cities/ABC; Laurence Tisch, CBS Inc.; Robert Wright, NBC.

### Engineering sessions, Tuesday

9 a.m.-11:15 a.m. □ **FM systems engineering and improvement**, room W-360. *Chair:* Charles Morgan, Susquehanna Radio Corp.

□ 9:10 a.m., *FCC update: Class A and C3 Upgrades, directional antennas, aeronautical interference, translators*. William Hassinger, FCC.

□ 9:35 a.m., *Helical antenna for FM multistation broadcasting*. George Harris, Shively Labs.

□ 10 a.m., *FM stereo—what can be expected from new technologies*. Thomas Keller, Broadcast Technology Partners.

□ 10:25 a.m., *All-digital approach to FM limiting and composite baseband generation*. William Gillman, Gentner Electronics Corp.

□ 10:50 a.m., *New approach to FM composite baseband overshoot control*. Greg Ogonowski, Modulation Index.

9 a.m.-noon □ **Professional development**, room W-366. *Chair:* Brad Dick, *Broadcast Engineering* magazine.

□ 9:10 a.m., *Advancement for technical personnel*. Neil Fink, Fink & Blakely Associates; Howard Lipson, Lipson & Co.

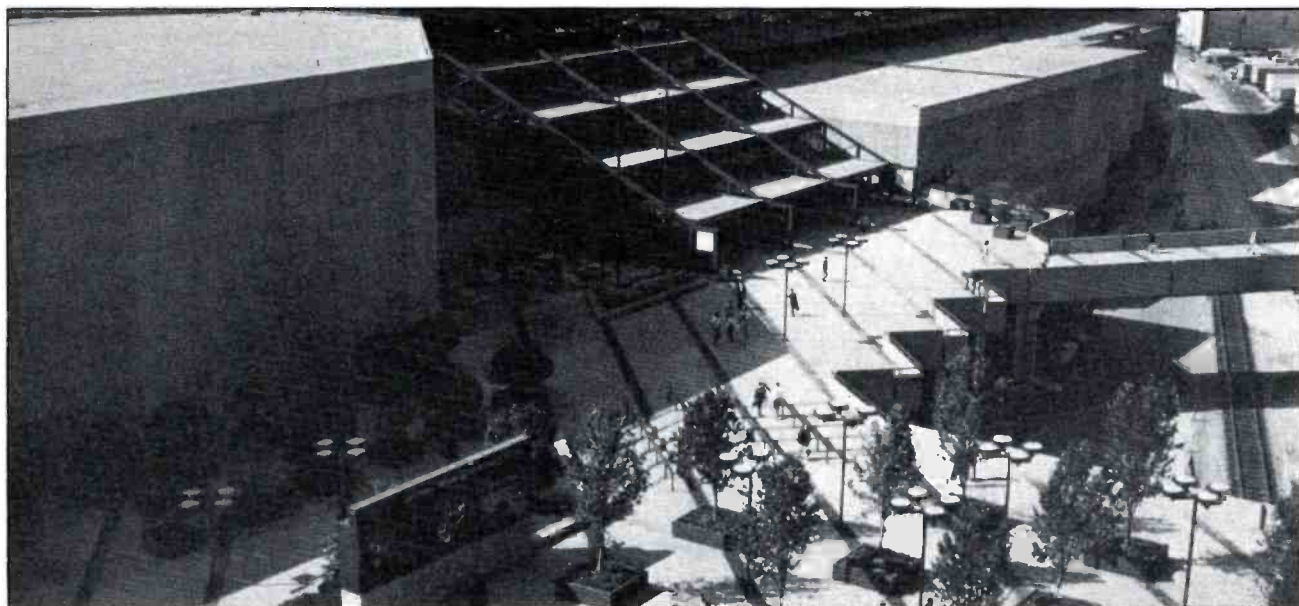
□ 9:35 a.m., *Starting right, keeping current: New educational opportunities for broadcast engineers*. F. David Harris, NAB; Richard Lehtinen, *Broadcast Engineering* magazine.

□ 10 a.m., *Conflict resolution*. Judith E.A. Perkinson, Calumet Group.

□ 10:45 a.m., *Professional development of leaders*. Richard Cupka, Cupka Corp.

□ 11:15 a.m., *PBS technical operations' total quality program*. Cary Wight, PBS.

12:30 p.m.-2 p.m. □ **Engineering luncheon and presentation of Engineering Achievement Award**, Ballroom. *Recipient:* Hilmer Swanson, Harris Corp. Broadcast Division. *Remarks:* Alfred Sikes, FCC chairman. *Keynote speaker:* Peter McCloskey, Electronic Industries Association.



The Georgia World Congress Center

## Market-by-market: NBC sweeps up

According to the market-by-market Arbitron rating books for the February sweeps, NBC's prime time schedule averaged the largest share of TV households per prime time quarter hour in 110 markets, including four ties, followed by ABC, which took 53 markets, including two ties, then CBS with 46 markets, including two ties, and Fox with four markets.

In the top 10 markets, ABC took five (New York, Philadelphia, Boston, Dallas-Fort Worth and Houston), NBC two (Los Angeles and Detroit), Fox two (San Francisco-Oakland-San Jose and Washington), and CBS one (Chicago). The following numbers (expressed in thousands) represent network (or Fox programming) daypart audience estimates for TV households in total

survey areas during network prime time (Monday through Saturday, 8-11 p.m.; Sunday, 7-11 p.m.). Boldfaced numbers indicate market winners. Dashes indicate no primary or secondary affiliation in that market. The information is copyright © 1990 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron. —JSE, MKM

| ADI (rank)  | 1989 TSA households (000) |     |     |     | ADI (rank)                                      | 1989 TSA households (000) |     |     |     |
|---|---------------------------|-----|-----|-----|---|---------------------------|-----|-----|-----|
|   | ABC                       | CBS | NBC | Fox |   | ABC                       | CBS | NBC | Fox |
| Abilene-Sweetwater, Tex. (156)                        | 19                        | 16  | 25  | —   | El Paso, Tex. (104)                             | 41                        | 28  | 39  | 17  |
| Albany, Ga. (151)                                     | 6                         | —   | 57  | 10  | Erie, Pa. (139)                                 | 27                        | 18  | 37  | —   |
| Albany-Schenectady-Troy, N.Y. (53)                    | 75                        | 71  | 77  | 30  | Eugene, Ore. (121)                              | 28                        | 25  | 20  | 7   |
| Albuquerque, N.M. (56)                                | 63                        | 52  | 74  | 25  | Eureka, Calif. (184)                            | —                         | 6   | 7   | —   |
| Alexandria, La. (163)                                 | 6                         | —   | 39  | —   | Evansville, Ind. (93)                           | 55                        | 35  | 38  | 19  |
| Alpena, Mich. (209)                                   | —                         | 6   | —   | —   | Fargo, N.D. (108)                               | 31                        | 27  | 28  | 17  |
| Amarillo, Tex. (118)                                  | 32                        | 23  | 27  | 8   | Flagstaff, Ariz. (202)                          | —                         | —   | 6   | —   |
| Anniston, Ala. (188)                                  | —                         | 11  | —   | —   | Flint-Saginaw-Bay City, Mich. (59)              | 77                        | 34  | 90  | 32  |
| Ardmore-Ada, Okla. (173)                              | 22                        | 21  | 24  | —   | Florence, S.C. (140)                            | 21                        | 46  | —   | —   |
| Atlanta (12)  | 197                       | 207 | 252 | 127 | Fort Myers-Naples, Fla. (96)                    | 27                        | 43  | 40  | 18  |
| Augusta, Ga. (110)                                    | 40                        | 34  | 28  | —   | Fort Smith, Ark. (115)                          | 24                        | 28  | 20  | —   |
| Austin, Tex. (71)                                     | 44                        | 60  | 43  | 28  | Fort Wayne, Ind. (101)                          | 45                        | 34  | 36  | 18  |
| Bakersfield, Calif. (142)                             | 22                        | 20  | 24  | —   | Fresno-Visalia, Calif. (62)                     | 54                        | 45  | 53  | 43  |
| Baltimore (22)  | 142                       | 131 | 162 | 52  | Gainesville, Fla. (164)                         | 24                        | —   | —   | —   |
| Bangor, Me. (155)                                     | 15                        | 23  | 22  | —   | Grand Junction-Durango, Colo. (180)             | 6                         | 11  | 6   | —   |
| Baton Rouge (94)                                      | 47                        | 46  | 44  | —   | Grand Rapids-Kalamazoo-Battle Creek, Mich. (37) | 94                        | 71  | 94  | 48  |
| Beaumont-Port Arthur, Tex. (128)                      | 31                        | 33  | 39  | —   | Great Falls, Mont. (179)                        | 12                        | 9   | 8   | 8   |
| Bend, Ore. (204)                                      | —                         | —   | 4   | —   | Green Bay-Appleton, Wis. (67)                   | 70                        | 55  | 66  | 16  |
| Billings-Hardin, Mont. (166)                          | 11                        | 14  | 13  | —   | Greensboro-Winston Salem-High Point, N.C. (49)  | 74                        | 80  | 96  | 25  |
| Biloxi-Gulfport-Pascagoula, Miss. (177)               | 31                        | —   | —   | 11  | Greenville-New Bern-Washington, N.C. (105)      | 25                        | 41  | 66  | 5   |
| Binghamton, N.Y. (134)                                | 12                        | 36  | 15  | —   | Greenville-Asheville-Spartanburg, S.C. (35)     | 86                        | 94  | 122 | 35  |
| Birmingham, Ala. (47)                                 | 84                        | 40  | 123 | —   | Greenwood-Greenville, Miss. (168)               | 19                        | 13  | —   | —   |
| Bluefield-Beckley-Oak Hill, W.Va. (144)               | 20                        | —   | 30  | —   | Hagerstown, Md. (192)                           | —                         | —   | 21  | —   |
| Boise, Idaho (135)                                    | 23                        | 17  | 27  | 16  | Harrisburg-Lancaster-Lebanon-York, Pa. (45)     | 59                        | 56  | 102 | 26  |
| Boston (6)  | 336                       | 291 | 333 | 119 | Harrisburg, Va. (198)                           | 14                        | —   | —   | —   |
| Bowling Green, Ky. (190)                              | 25                        | —   | —   | —   | Hartford-New Haven, Conn. (23)                  | 136                       | 162 | 89  | 54  |
| Bristol, Va.-Kingsport, Johnson City, Tenn. (87)      | 23                        | 46  | 63  | 15  | Helena, Mont. (207)                             | —                         | —   | 4   | —   |
| Buffalo, N.Y. (38)                                    | 99                        | 79  | 105 | 12  | Houston (10)                                    | 242                       | 177 | 212 | 118 |
| Burlington-Plattsburgh, Vt. (92)                      | 17                        | 46  | 40  | —   | Huntsville-Decatur-Florence, Ala. (80)          | 46                        | 51  | 54  | 22  |
| Butte, Mont. (185)                                    | —                         | 10  | 8   | —   | Idaho Falls-Pocatello (160)                     | 16                        | 15  | 19  | —   |
| Casper-Riverton, Wyo. (193)                           | 2                         | 7   | 14  | —   | Indianapolis (26)                               | 115                       | 107 | 123 | 50  |
| Cedar Rapids-Waterloo-Dubuque, Iowa (81)              | 50                        | 35  | 55  | 3   | Jackson, Miss. (86)                             | 23                        | 51  | 70  | 11  |
| Charleston, S.C. (106)                                | 34                        | 41  | 46  | 9   | Jackson, Tenn. (181)                            | 27                        | —   | —   | —   |
| Charleston-Huntington, W.Va. (48)                     | 66                        | 60  | 109 | 41  | Jacksonville, Fla. (56)                         | 41                        | 72  | 72  | 34  |
| Charlotte, N.C. (31)                                  | 93                        | 115 | 70  | 46  | Johnstown-Altoona, Pa. (88)                     | 12                        | 48  | 75  | 18  |
| Charlottesville, Va. (195)                            | —                         | —   | 13  | —   | Jonesboro, Ark. (174)                           | 31                        | —   | —   | —   |
| Chattanooga (84)                                      | 43                        | 43  | 58  | 11  | Joplin, Mo.-Pittsburg, Kan. (148)               | 30                        | 26  | 29  | —   |
| Cheyenne, Wyo.-Scottsbluff, Neb.-Strling, Colo. (189) | —                         | 8   | —   | —   | Kansas City, Mo. (29)                           | 116                       | 106 | 123 | 61  |
| Chicago (3)   | 500                       | 328 | 474 | 235 | Knoxville, Tenn. (64)                           | 61                        | 41  | 67  | 17  |
| Chico-Redding, Calif. (141)                           | 27                        | 19  | 17  | —   | La Crosse-Eau Claire, Wis. (127)                | 21                        | 24  | 41  | 5   |
| Cincinnati (30)                                       | 110                       | 113 | 125 | 74  | Lafayette, Ind. (191)                           | —                         | 11  | —   | —   |
| Clarksburg-Weston, W.Va. (157)                        | —                         | 25  | 23  | —   | Lafayette, La. (114)                            | 34                        | 52  | —   | 14  |
| Cleveland (11)  | 267                       | 203 | 251 | 119 | Lake Charles, La. (172)                         | —                         | —   | 35  | 5   |
| Colorado Springs-Pueblo (99)                          | 34                        | 30  | 36  | 14  | Lansing, Mich. (103)                            | —                         | 44  | 41  | —   |
| Columbia, S.C. (82)                                   | 25                        | 35  | 82  | 18  | Laredo, Tex. (197)                              | 4                         | 2   | 4   | —   |
| Columbia-Jefferson City, Mo. (153)                    | 18                        | 22  | 32  | —   | Las Vegas (91)                                  | 29                        | 31  | 44  | 46  |
| Columbus, Ga. (119)                                   | 41                        | 28  | 20  | 15  | Laurel-Hattiesburg, Miss. (162)                 | —                         | 7   | 30  | —   |
| Columbus, Ohio (34)                                   | 99                        | 103 | 131 | 39  | Lexington, Ky. (70)                             | 44                        | 56  | 51  | 15  |
| Columbus-Tupelo, Miss. (129)                          | 10                        | 29  | 54  | —   | Lima, Ohio (194)                                | —                         | —   | 20  | —   |
| Corpus Christi, Tex. (122)                            | 29                        | 22  | 28  | —   | Lincoln-Hastings-Kearney, Neb. (95)             | 21                        | 43  | 13  | —   |
| Dallas-Fort Worth (7)                                 | 294                       | 242 | 242 | 91  | Little Rock, Ark. (57)                          | 73                        | 63  | 88  | 15  |
| Davenport, Iowa-Rock Island-Moline, Ill. (78)         | 48                        | 40  | 59  | —   | Los Angeles (2)                                 | 574                       | 502 | 615 | 538 |
| Dayton, Ohio (52)                                     | 71                        | 80  | 75  | 34  | Louisville, Ky. (46)                            | 61                        | 83  | 92  | 37  |
| Denver (19)   | 153                       | 118 | 173 | 59  | Lubbock, Tex. (150)                             | 15                        | 18  | 24  | 13  |
| Des Moines (66)                                       | 49                        | 62  | 60  | 21  | Macon, Ga. (122)                                | 19                        | 37  | 21  | —   |
| Detroit (8)   | 286                       | 236 | 336 | 192 | Madison, Wis. (90)                              | 39                        | 41  | 35  | 21  |
| Dothan, Ala. (158)                                    | 9                         | 38  | —   | —   | Mankato, Minn. (206)                            | —                         | 12  | —   | —   |
| Duluth, Minn.-Superior, Wis. (125)                    | 32                        | 24  | 30  | —   | Marquette, Mich. (182)                          | —                         | 19  | —   | —   |
| El Centro, Calif.-Yuma, Calif. (178)                  | 8                         | 5   | 9   | —   | McAllen-Brownsville, Tex. (113)                 | 24                        | 21  | 21  | —   |
| Elmira, N.Y. (167)                                    | 11                        | —   | 15  | —   | Medford, Ore. (152)                             | 15                        | 17  | 31  | —   |



| ADI (rank)                                     | 1989 TSA households (000) |     |     |     | ADI (rank)                                       | 1989 TSA households (000) |     |     |     |
|--|---------------------------|-----|-----|-----|--|---------------------------|-----|-----|-----|
|  | ABC                       | CBS | NBC | Fox |  | ABC                       | CBS | NBC | Fox |
| Memphis (39)                                   | 64                        | 96  | 136 | 22  | Salinas-Monterey-San Jose, Calif. (109)          | 47                        | 17  | 38  | 11  |
| Meridian, Miss. (176)                          | 18                        | 6   | 7   | —   | Salisbury, Md. (161)                             | 11                        | 26  | 17  | —   |
| Miami (16)                                     | 154                       | 106 | 176 | 122 | Salt Lake City (41)                              | 75                        | 65  | 78  | 33  |
| Milwaukee (28)                                 | 104                       | 93  | 128 | 55  | San Angelo, Tex. (186)                           | —                         | 11  | —   | 3   |
| Minneapolis-St. Paul (13)                      | 169                       | 190 | 158 | 63  | San Antonio, Tex. (43)                           | 76                        | 74  | 89  | 30  |
| Minot-Bismarck-Dickinson, N.D. (145)           | 9                         | 25  | 29  | —   | San Diego (24)                                   | 98                        | 112 | 101 | 75  |
| Missoula, Mont. (171)                          | —                         | 10  | 17  | —   | San Francisco-Oakland-San Jose (5)               | 273                       | 252 | 284 | 293 |
| Mobile, Ala.-Pensacola, Fla. (55)              | 55                        | 68  | 80  | 28  | Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)   | 30                        | 22  | 23  | —   |
| Monroe, La.-El Dorado, Ark. (120)              | 18                        | 46  | 32  | —   | Savannah, Ga. (102)                              | 20                        | 41  | 35  | 10  |
| Montgomery-Selma, Ala. (107)                   | 14                        | 32  | 75  | 17  | Seattle-Tacoma (15)                              | 170                       | 136 | 166 | 88  |
| Nashville (32)                                 | 91                        | 124 | 147 | 25  | Shreveport, La.-Texarkana, Tex. (65)             | 67                        | 56  | 77  | 18  |
| New Orleans (36)                               | 71                        | 104 | 110 | 35  | Sioux City, Iowa (138)                           | 35                        | 11  | 33  | —   |
| New York (1)                                   | 1,011                     | 819 | 964 | 791 | Sioux Falls-Mitchell, S.D. (100)                 | 39                        | 45  | 23  | 2   |
| Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)        | 74                        | 75  | 100 | 36  | South Bend-Elkhart, Ind. (85)                    | 45                        | 48  | 57  | —   |
| North Platte, Neb. (208)                       | —                         | —   | 6   | —   | Spokane, Wash. (77)                              | 45                        | 40  | 41  | 19  |
| Odessa-Midland, Tex. (146)                     | 23                        | 19  | 25  | 8   | Springfield-Decatur-Champaign, Ill. (75)         | 46                        | 47  | 59  | 19  |
| Oklahoma City (40)                             | 72                        | 84  | 96  | 27  | Springfield, Mass. (98)                          | 36                        | —   | 40  | —   |
| Omaha (73)                                     | 65                        | 46  | 62  | 26  | Springfield, Mo. (83)                            | 29                        | 48  | 61  | 22  |
| Orlando-Daytona Beach-Melbourne, Fla. (25)     | 125                       | 110 | 146 | 56  | Syracuse, N.Y. (68)                              | 53                        | 60  | 59  | 18  |
| Ottumwa, Iowa-Kirkville, Mo. (203)             | 19                        | —   | —   | 2   | Tallahassee, Fla.-Thomasville, Ga. (116)         | 12                        | 44  | 12  | 6   |
| Paducah, Ky.-Cape Girardeau, Mo. (76)          | 37                        | 54  | 62  | 13  | Tampa-St.Petersburg-Sarasota (14)                | 184                       | 176 | 224 | 59  |
| Palm Springs, Calif. (175)                     | 8                         | —   | 9   | —   | Terre Haute, Ind. (133)                          | 9                         | 30  | 35  | —   |
| Panama City, Fla. (169)                        | 12                        | —   | 30  | 4   | Toledo, Ohio (63)                                | 56                        | 71  | 84  | 36  |
| Parkersburg, W.Va. (196)                       | —                         | —   | 11  | —   | Topeka, Kan. (143)                               | 17                        | 26  | 23  | —   |
| Peoria-Bloomington, Ill. (111)                 | 34                        | 25  | 33  | 15  | Traverse City-Cadillac, Mich. (131)              | 17                        | 38  | 33  | 2   |
| Philadelphia (4)                               | 466                       | 389 | 430 | 263 | Tucson, Ariz. (79)                               | 43                        | 36  | 51  | 26  |
| Phoenix (20)                                   | 129                       | 140 | 141 | 73  | Tulsa, Okla. (58)                                | 77                        | 67  | 71  | 29  |
| Pittsburgh (17)                                | 216                       | 185 | 172 | 74  | Tuscaloosa, Ala. (183)                           | —                         | 9   | —   | 27  |
| Portland, Ore. (27)                            | 100                       | 103 | 106 | 41  | Twin Falls, Idaho (200)                          | —                         | 8   | 3   | —   |
| Portland-Poland Spring, Me. (74)               | 58                        | 40  | 46  | 15  | Tyler-Longview, Tex. (124)                       | 48                        | 6   | 17  | —   |
| Presque Isle, Me. (201)                        | —                         | 6   | —   | —   | Utica, N.Y. (159)                                | 15                        | —   | 25  | 3   |
| Providence, R.I.-New Bedford, Mass. (44)       | 89                        | 63  | 97  | 22  | Victoria, Tex. (205)                             | 4                         | —   | 8   | —   |
| Quincy, Ill.-Hannibal, Mo. (154)               | —                         | 23  | 31  | —   | Waco-Temple, Tex. (97)                           | 24                        | 46  | 42  | 13  |
| Raleigh-Durham, N.C. (33)                      | 95                        | 91  | 52  | 41  | Washington (9)                                   | 222                       | 227 | 247 | 258 |
| Rapid City, S.D. (165)                         | 24                        | 4   | 13  | —   | Watertown-Carhage, N.Y. (170)                    | 6                         | 16  | —   | —   |
| Reno (117)                                     | 28                        | 18  | 21  | 12  | Wausau-Rhineland, Wis. (130)                     | 34                        | 31  | 12  | —   |
| Richmond, Va. (60)                             | 58                        | 67  | 67  | 26  | West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50) | 38                        | 75  | 80  | 40  |
| Roanoke-Lynchburg, Va. (69)                    | 37                        | 63  | 64  | 6   | Wheeling, W.Va.-Steubenville, Ohio (137)         | —                         | 33  | 37  | —   |
| Rochester-Austin, Minn.-Mason City, Iowa (149) | 24                        | 16  | 26  | —   | Wichita-Hutchinson, Kan. (61)                    | 57                        | 61  | 62  | 19  |
| Rochester, N.Y. (72)                           | 56                        | 44  | 53  | 29  | Wichita Falls, Tex.-Lawton, Okla. (132)          | 22                        | 21  | 26  | 9   |
| Rockford, Ill. (136)                           | 28                        | 22  | 35  | 11  | Wilkes Barre-Scranton, Pa. (54)                  | 83                        | 66  | 82  | 16  |
| Sacramento-Stockton, Calif. (21)               | 121                       | 113 | 138 | 89  | Wilmington, N.C. (146)                           | 25                        | 9   | 64  | —   |
| St. Joseph, Mo. (187)                          | 15                        | —   | —   | —   | Yakima, Wash. (126)                              | 21                        | 27  | 25  | 3   |
| St. Louis (18)                                 | 147                       | 154 | 221 | 54  | Youngstown, Ohio (89)                            | 41                        | 40  | 52  | —   |
|  |                           |     |     |     | Zanesville, Ohio (199)                           | —                         | —   | 12  | —   |

## PBS poised to take charge of national schedule

**"Look at Prime Time" meeting provides producer and station input on how top programing executive, Jennifer Lawson, should use more consolidated money and power**

Next October 1, the first day of its 1991 fiscal year, public television will mark the start of a new era. On that day, Jennifer Lawson, executive vice president for national programing and promotion at PBS, will take the helm of the most centralized national program fund and most centralized programing authority in the history of public TV.

At a March 21-23 meeting in Hilton Head, S.C., called "A Look at Prime Time," about 160 noncommercial producers (independent and station-based), funders and programers enjoyed their first shot at suggesting how that authority should be used. And indications are that, however much discord may remain over which programs do and do not reach PBS's national schedule, many of the diverse parties see promise not imagined a year ago.

In the words of PBS President Bruce Christensen, the "Look at Prime Time" meeting proved an opportunity for groups "that have problems with one another's modes of operation" to address differences. "Now it is up to us to pull it together and come up with a plan."



Jennifer Lawson

The plan became PBS's to make when, under pressure from Capitol Hill to de-balkanize its decisionmaking, the Corporation for Public Broadcasting, PBS and the National Association of Public Television Stations agreed late last year to create what many have called a "programing czar" (BROADCASTING, Dec. 18, 1989).

Lawson, as PBS's first chief programing executive (CPE), will be in charge of more

than \$100 million dollars earmarked for both developing and continuing series—a small amount next to the commercial networks' programing kitties, but twice as much as had been previously aggregated under one roof at either PBS or CPB. "The future success and growth of public television," she told BROADCASTING last week, "will require good, centralized planning and management."

A group of independent producers has warned that the centralization opens wide the door to "creeping commercialism" in public TV. In the name of surviving competition from cable services, they say, PBS will betray its mandate to provide "alternative" programing, and public TV's long held value of localism will be threatened.

Nevertheless, independent producer David Hoffman—whose Camden, Me.-based Varied Directions produced documentaries on Adolf Hitler, Jimmy Doolittle and NASA for PBS in 1989 and is now producing *Making Sense of the Sixties* for PBS in 1991—said last week that he was "more optimistic than I was going there [to Hilton Head]. Centralization means to me that public TV can survive" because, he said, Lawson and CPB TV Program Fund Director Donald Marbury "are going to take risks. They're going to make decisions, and anyone's decision is better than no one's. Anyone would rather deal with a king and

queen than an incredible bureaucracy."

Asked to describe the rocks and hard places she may find herself caught between, Lawson said: "There is, on one hand, the desire of many that public television be all things to all people. On the other, there are the very real limitations that go to broadcast time in the national schedule and also money. In having to focus our resources, there invariably will be people who will be disappointed. I go into this job," she said, "knowing that I will have to make some very tough decisions."

Disappointment with public TV decision-making two years ago led the National Coalition of Independent Public Broadcasting Producers (NCIPBP) to lobby for and win congressional creation of a separate national Independent Television Service (ITS), now in the middle of its first year (BROADCASTING, July 4, 1988). Arguing that it should not fund TV programs that public stations would not air, CPB and the independents negotiated and compromised on the makeup of the ITS board, allowing for some station input into the program development selection process.

As one of three negotiators for CPB in creating the ITS, Lawson gained a feel for what could prove one of her more daunting tasks as CPE: strengthening PBS programming, particularly in prime time, without raising charges that she is chasing Nielsen ratings. "It would be foolish of us to try to imitate commercial TV, because of the [lack of] money and because, having a uniqueness, people do tune to us as an alternative. If we began to look identical, where's the alternative there?"

The gathering in Hilton Head, said Lawson, "gave our producers a sense of the judgment, the kind of thinking [and] the factors that we take into consideration" when selecting programs. "I do believe the producers have a better understanding of just how complex it is and a greater respect, therefore, for how we target our resources."

Dissenting, NCIPBP's Lawrence Daressa said the meeting lacked substantive discussion of "mission. There was no consensus on what audience to reach or why, in the context of public service." NCIPBP maintains its belief, he said, that, in turning over half its Program Fund to PBS, "which does the bidding of the stations," CPB will be committing "dereliction of its duty" to direct money toward public service in ways

## U.S.-Soviet Harmony

Los Angeles producer Harmony Gold will co-produce with Soviet and Canadian partners a \$10 million, four-hour mini-series, *Michael Strogoff*, based on a Jules Verne novel set in 19th century Czarist Russia. The project, with filming to start next November in the Soviet Union and Luxembourg, is to be co-produced with Soviet film studio MosFilm and Klondike Film Productions. Harmony Gold and Klondike are also co-producing *The Lost World*, a four-hour mini-series based on a story by Sir Arthur Conan Doyle.



Ross as Baker

## The fabulous Baker girl

Turner Broadcasting System Chairman and President Ted Turner, at a press conference last Tuesday in Los Angeles, formally "fulfilled the dream" of singer Diana Ross to produce *The Josephine Baker Story*, for premiere on TNT sometime in 1991. The story follows Baker's life in the 1920's through 1940's in the U.S., up until the time she was branded a Communist. She later thrived in France and Europe as a cabaret performer and recording artist. Ross will star in the title role and serve as executive producer through her own ANAID Film Productions unit. Production is slated to begin in fall 1990, at a budget of \$6 million-\$8 million, nearly double the normal cost of a TNT production, according to Scott Sassa, senior vice president, TNT. He also said the three-hour feature will be distributed theatrically for the international market.

that "the stations operating in their own self interest would not." As for centralized authority, he said, "Speedy wrong decisions are not welcome by anyone."

And perceptions of "mission" persist. Ledwig said attendees agreed that public TV can best flourish in an increasingly fragmented programming market by building on its established niche.

But, said Lawson, "I would hesitate to describe it as a niche." In fact, she said, the meeting "reaffirmed the strength of the rather broad base that public television has built with a range of programming. Certainly it is not our intention at this stage to do any narrowing in...to become your all-public-affairs or your all-news service. We will continue to provide a variety of services and programming from drama to children's."

Hilton Head attendees did agree, she said, that "in the multichannel environment, we are the only one with the public service mission." Cable competition, she said, means that "the public at large is well served with more opportunities for quality programming, for children, for example. We will not have a job to do if we can look at the screen and say, 'The children of America are perfectly well served by what is already available.' We don't feel we've reached that point yet. We still see a huge job to be done. The [Hilton Head] conference reaffirmed the wealth of opportunities that exist for our public service mission [in] multicultural, news, public affairs...the whole arena.

"It's not about a type of programming but about the intent of the programming and its audience. There is a niche for us in that

respect. It's a big niche. And I think," she added, "the group agreed that we are free to pursue innovation and change in keeping our programming dynamic and timely."

Lawson's ideas about innovation may draw controversy, judging by a March 23 *Wall Street Journal* headline reading "PBS Looking at Sitcoms, Game Shows and Promotions to Enliven Network." Among series ideas in early development is a game show based on a computer game, "Where in the World is Carmen San Diego?" The show will require viewers to use resource material, including geographical and cultural atlas information, she said. "It will teach and also be fun."

Also among shows that could launch on PBS by late 1991 are a contemporary situation comedy set in the Soviet Union (proposed by former *60 Minutes* producer Harry Moses) and a drama series (proposed by American Playhouse) being compared to *thirtysomething*—a fair comparison, insofar as it would be about relationships, but would hit a less "restricted slice of American culture," said Lawson. Many PBS stations already carry such dramas as *East Enders* and comedies including *To the Man-*

## Together again

Barney Rosenzweig, former executive producer of CBS's *Cagney & Lacey*, and Sharon Gless, former co-star of the Emmy award-winning show, are teaming up for another one-hour drama project, *Renewal*, in development for next season at CBS.



Total \$ \_\_\_\_\_

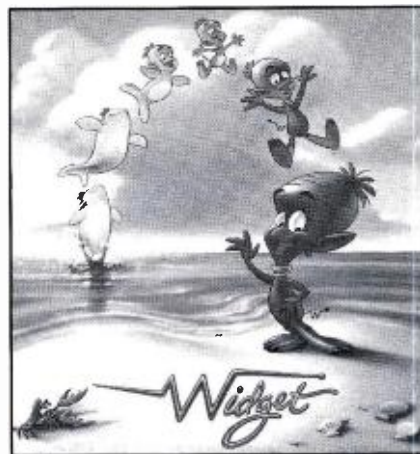
## 'Roseanne' producer departs

*Roseanne* has lost another executive producer: Jeff Harris announced through a full-page advertisement in *Daily Variety* last week that he would be leaving the show. The show's final episode of the season was shot on Friday, and Harris will not have any further involvement with the show beyond that.

(In January 1989, Matt Williams, the series creator and executive producer, left the show after feuding with Barr apparently over creative control of the series.)

Although Harris didn't single out tensions with series star Roseanne Barr as the reason for his leaving, he made it clear in the ad that the situation had been a tumultuous one. "To my friends at Carsey-Werner Company, ABC, to the cast, crew and staff of *Roseanne*: My sincere and heartfelt thanks to all of you. I have chosen not to return to the show next season. Instead, my wife and I have decided to share a vacation in the relative peace and quiet of Beirut," read the advertisement.

Neither Carsey-Werner, ABC nor Harris himself would comment further on the matter. However, one source familiar with the situation made it clear that Harris's leaving stemmed from his relationship with Barr. "It's pretty common knowledge that she doesn't like anybody on the show. It's just very hard to please her," said the source.



or Born. "These are shows that have enriched the schedule but have been acquired from the British. We have sort of denied ourselves the opportunity to take advantage of some very creative producers in this country."

Putting such programs into development, said Lawson, "is to reiterate our openness to a range of formats and production styles [and to] encourage producers not to think of us in a narrow way. But at the heart of it

all, we still feel each project has to be true to our mission of public service, education and cultural enrichment. We're not here just to grab an audience."

As for the "czar" moniker, or the notion that PBS will now become very much like a commercial broadcast network, Lawson demurs: "My job would be a lot easier if I could simply turn to commercial TV as a model. My job is more complex than that, unfortunately." —PDL

would translate well as a toy," said Campbell.

Campbell also said some of the "pro-social" aspects of the show were appealing. Most of the storylines have an underlying social theme, such as the plight of certain endangered species. Several episodes deal with whales, and one deals with Australia's red Kangaroo, also on the endangered species list.

"This kind of pro-social approach is the kind of show parents want their kids to watch," said Campbell. She said KDVR will program *Widget* with another "pro-social" cartoon, Turner Broadcasting System's *Captain Planet*, about a superhero-type character who battles would-be foulers of the environment. The programs will run adjacent to the station's Saturday morning Fox lineup and rerun on Sunday mornings, Campbell said.

Zodiac's Peter Keefe said the company hopes to expand the show to a strip in year two, if it ranks among the top 10 children's shows next season. That's the tack he and Lacey took two years ago when they developed *Denver, The Last Dinosaur* for World Events Television.

Keefe said the company is spending \$350,000 to produce each of the initial 13 *Widget* half-hour episodes. The animation work is being done by Los Angeles-based Calico Entertainment.

Other major market station clearances for the show include WFXT(TV) Boston, WXON-TV Detroit, KSCH-TV Sacramento, KSTW-TV Seattle and WDZL-TV Miami. —SM

## Zodiac's new alien on the block

### Producer clears 'Widget' children's show in 15 of top 20 markets

Zodiac Entertainment will distribute a new children's animation program next season, *Widget*, about a small alien creature who arrives on Earth and gets involved in a series of adventures. The show has already cleared 15 of the top 20 markets, including the top seven.

The children's animated programming business this season is the battleground for an all-out war between several major studios that hope to carve major chunks of station time for themselves. Disney and Fox are the principal combatants, with Warner in the wings, as a possible ally of the latter.

Last week, some who follow the animation business were pleased to hear that a small partnership was able to announce a firm production commitment for the new *Widget*.

Most of the stations clearing *Widget* so far are independents, including a number of Fox affiliates, who say they'll clear the show adjacent to their Fox Saturday morning schedules and/or Sunday mornings.

"It's refreshing to have a distributor come in with a quality animation show who's not telling you that you have to put it in this time period before this show and after that show," said one executive whose station has committed to the program. "Of course, it's not exactly like they have a lot of clout or anything."

Picking up the weekly show in New York is WWOR-TV, the MCA-owned station there. Zodiac, a partnership of Peter Keefe, Brian Lacey and England's Central Televi-

sion, has also done a group deal with Chris-Craft television's KCOP-TV Los Angeles, KBHK-TV San Francisco, KUTP(TV) Phoenix, KMSP-TV Minneapolis and KPTV(TV) Portland, Ore.

Last month, Zodiac hired Andrew Spitzer, former head of first-run program sales for Viacom Enterprises, as director of U.S. distribution. Spitzer will oversee station sales and program promotion for the company. *Widget* is being offered in exchange for two and a half minutes of national barter time, which will be sold by Television Program Enterprises.

Among the Fox affiliates picking up the show are KDVR(TV) Denver and KDNL(TV) St. Louis. Stephanie Campbell, program and operations director, KDVR, reported that Zodiac is exploring the possible development of a *Widget* toy to be used as a merchandising tie-in. "I think the character

## Helping hand

Ninety-two percent of preschool-aged children in low-income households watch *Sesame Street*, with nearly 80% watching at least once a week and 57% tuning in daily, according to the results of a survey of disadvantaged mothers in 25 communities across the nation conducted by Yankelovich, Skelly and White/Clancy Shulman. Those results, said *Sesame Street* producer Children's Television Workshop, show that the program "is watched regularly by the vast majority of the children it originally set out to reach." Said Keith Mielke, vice president of research for CTW, which commissioned the study, "*Sesame Street* is reaching the bull's eye of its target. We are determined that our reach in impoverished areas be effective, because issues that affect poor children are as significant as ever."

About 80% of the mothers interviewed gave the show a rating of "excellent," and "a vast majority" of those with older children credited *Sesame Street* with helping those older children with their school work.



## 'Beast' goes to Family Channel

Republic Pictures Domestic Television has signed a one-year deal (September 1990-August 1991) with The Family Channel for the off-network run of hour drama *Beauty and the Beast*, in addition to a subsequent two-year syndication run for the 1991-92 and 1992-93 seasons. Chuck Larsen, president of domestic TV distribution, Republic Pictures, engineered an undisclosed straight cash deal with The Family Channel on a single night, double-run basis (likely back-to-back episodes Monday nights, 8-10 p.m. NYT) that he said was the highest price per episode licensing fee in cable history, although he would not disclose the figure.

Two weeks prior to finalizing last Thursday's deal with The Family Channel, Larsen presented *Beast* for syndication and cleared 10 stations by the time of the launch announcement, with top 10 markets including WNBC-TV New York, WPWR-TV Chicago, WGBS-TV Philadelphia, WLVI-TV Boston, WJBK-TV Detroit and WFAA-TV Dallas committing to the barter



program (seven minutes local, five minutes national). *Beast* is being targeted as a weekend offering with single clearances in either early fringe, prime time or late fringe time slots.

"The Family Channel had expressed interest in the program several times over the last few months, and out of the cable networks I was negotiating with, they were the most amenable about a single night exposure each week," Larsen said. "When the program ran on CBS, it had limited exposures due to the writers' strike (during the 1988-89 season) and other production slowdowns, so the average network exposure was less than two runs. Our primary concern was that by the time *Beauty and the Beast* ends its cable run, it will not have more than 5.1 exposures from the network and cable runs. We hope to strip the series for the 1993-1994 season."

CBS carried *Beauty and the Beast* on and off over three seasons until last January's cancellation, airing 53 of the 56 episodes in the can.

—MF



**Call to environmental action.** Senator Nancy Kassebaum (R-Kan.) listens as Bruce Christensen, Public Broadcasting Service president, describes Operation Earth: A Call to Action, to a March 26 Washington press conference. The project is a partnership among noncommercial television and five national education organizations. It is a community outreach and national awareness campaign that will include 35 hours of PBS programming as well as elementary, secondary and college level telecourses, regional and local programming, and print materials and resource coordination all related to environmental issues.

Funded by the Corporation for Public Broadcasting, the same Public Television Outreach Alliance that coordinated Project Literacy U.S. is targeting environmental challenges in 1990. Launching April 1 with a special edition of *Nature*, and culminating next fall with the 10-part series *Race to Save the Planet*, PBS Operation Earth programming will include *Profit the Earth*, a one-hour special on entrepreneurial environmentalists (April 16); *Local Heroes, Global Change*, a four-part series on reducing poverty and hunger in developing nations (May 7-May 28), and *Decade of Destruction*, a five-part series on the Amazon (next fall)—not to mention contributions by regular series, including *Mister Rogers' Neighborhood*, *Reading Rainbow* and *Sesame Street*.

## No news for Eau Claire from WQOW-TV

**Station drops newscast for financial reasons, choosing instead to use news from La Crosse station 90 miles away**

Tak Communications-owned ABC affiliate WQOW-TV Eau Claire, Wis., pulled the plug on its local news operations March 23 for "economic reasons." The news that the Eau Claire station will now carry at 6 p.m. and 10 p.m. will be from Tak-owned ABC affiliate WXOW-TV La Crosse, which is about 90 miles away. About 30 full and part-time employees were laid off because of the decision.

It has been an uphill struggle for WQOW-TV since it put its own newscast on the air in August 1982. The station, essentially a satellite of WXOW-TV, went on the air in September 1980 and was competing against 38-year-old WEAU-TV Eau Claire, an NBC affiliate. The ratings show that it was not much of a battle. For the February book, Nielsen showed WQOW-TV getting a 1 rating/3 share for its 6 p.m. news, compared to a 20/35 for

WEAU-TV. The ratings for the 10 p.m. broadcast weren't much better, with WQOW-TV getting a 2/4 to WEAU-TV's 16/32. To make matters worse, WEAU-TV also has syndication standards *The Oprah Winfrey Show*, *Jeopardy!* and *Wheel of Fortune*.

One of the problems with the newscast, according to a rival news director, was that WQOW-TV never established itself as a local newscast. He was referring to the fact that for the first two years of the station's existence it broadcast the WXOW-TV news from La Crosse.

The financial picture for the WQOW-TV news wasn't much better than the ratings picture. A rival sales person said that stations wanting to make local buys for Eau Claire tended to go to WEAU-TV, which has something of a monopoly on the two-station market. About two-thirds of the ads on WQOW-TV originate at WXOW-TV, according to one sales executive. WXOW-TV officials would not confirm the figure.

WQOW-TV news director Larry Wentz agreed with rivals that the news broadcast may have suffered from a perception problem due to its one-time origination from La Crosse. But without any news, Wentz said, WQOW-TV will lose all of its local identity. "Without local news, what separates one ABC station from another?" he asked. □

## Syndication Marketplace

After pitching *\$1,000,000 Video Challenge* on spec without pilot over last four months (BROADCASTING, Jan. 8 and March 12), distributor **World Events Productions** and co-producer Paradigm Entertainment proclaiming firm go for half-hour weekend offering with 62 stations, representing 70% national coverage committed for fall 1990 rollout. Nine of top 10 markets have cleared show, with stations including WNBC-TV New York, KTTV-TV Los Angeles, WPMR-TV Chicago and WPHL-TV Philadelphia. Program will be offered on barter basis (3 minutes national, 3½ local), with 39 original and 13 repackaged episodes to be satellite fed to stations. Susan Cho, vice president and director of sales, World Events, said company will also handle international distribution, and deals are "close" with broadcast networks in Britain, Ireland and France. Riding current ratings success of ABC's *America's Funniest Home Videos* and Fox's *Totally Hidden Video*, *Video Challenge* co-executive producer John Teichman says program is more than fad, with "unique" format to lure 11 million camcorder users into cash competition for top amateur videos. There will be five categories of competition, awarding prizes of \$1,000 at end of each show, \$10,000 following quarter-final competition, \$25,000 for semi-final winners and ultimate \$100,000 prize in each top amateur video category (which will be broadcast in season-ending hour special).

**ITC Distribution**, which gave green light to *Tic Tac Dough* several months ago for fall 1990 syndication, has signed new clearances with WMAQ-TV Chicago, KYW-TV Philadelphia and WFLA-TV Tampa, raising total clearances to 58 stations and 60% of U.S. Half-hour Patrick Wayne-hosted strip has cleared eight of top 10 markets on WNBC-TV New York, KCOP-TV Los Angeles, WRC-TV Washington and WBZ-TV Boston. ITC says only non-network affiliate clearing program is independent KCOP-TV. *Tic Tac Dough* is produced by Barry & Enright Productions, and is being offered on unspecified cash-plus-barter basis (1 minute national, 6 local).

Animated half-hour first-run strip *The New Adventures of He-Man*, distributed nationally by **LBS Communications**, has cleared 60 markets, representing 60% coverage of U.S. for 1990-91 debut season. With 16 of nation's top 20 stations signed, including WPIX-TV New York, KCOP-TV Los Angeles and WPMR-TV Chicago, reformatted series will include 65 all-new episodes to be offered on barter basis, said LBS President Paul Siegel. LBS will also be offering two-hour and/or five-part *He-Man* feature presentation to stations in May 22-June 25 broadcast window. Original *He-Man* series debuted in 1983 and was distributed nationally for four years. TV Horizons, barter sales subsidiary of LBS, will be handling advertising sales.

**GGP and Time magazine**, which announced extension of their distribution-production relationship two months ago, have added two hour specials (*Freedom—A Time Television Special* and *Images of '90*) for June 29-July 8 and Dec. 21-Jan. 1, 1991, syndication windows, respectively. *Freedom* will center on sweeping reforms throughout Eastern Europe, and *Images of '90* will look back at first year of new decade. Both specials will be offered on barter basis (6 minutes national, 6 local). In other news, both companies announced they have dropped plans to syndicate *Death By Gun* (which was scheduled for airing in June).

**Berl Rotfeld Productions** has cleared its two half-hour *Baseball's Dream Teams* in 100 markets, including seven of the top 10 markets, representing 70% total coverage of the U.S. Narrated by Harry Kalas, the Philadelphia Phillies' announcer, each 30-minute special features the "ultimate" National and American League All-Star teams throughout the game's history. Both programs are being offered on a barter basis (three minutes national, three-and-a-half minutes local), with a March 31-April 29 broadcast window.



For the second year in a row, *Highway To Heaven*, which is distributed by **Genesis Entertainment**, has been presented the "Jimmie Award," an honor given by the Association of Asian Pacific American Artists (AAPAA) for contributions to the "responsible and balanced portrayal of Asian-American characters and issues in the entertainment industry." Star Michael Landon also earned kudos for an episode titled "Choices," a story that included the tale of a Vietnamese doctor and his wife's search for their two sons in post-war Vietnam. Jonathan Smith (Landon) and his companion Mark (the late Victor French) are hired to find the boys.



Gladiators

**Orbis Communications** said last week that its new game show *The Joker's Wild* will begin production May 15 at CBS Entertainment's Television City complex in Los Angeles. The show, produced by Kline & Friends, Los Angeles, has cleared 51 stations covering 65% of the country. Pat Finn is the host.

**Samuel Goldwyn Television** reports that its second 13-week cycle of weekend hour *American Gladiators* earned its highest national weekly Nielsen barter rating, with a 4 rating for the weekend of Feb. 24-25. The show, which premiered in September, earned a 2.7 and previously peaked last December with a 3.6 rating. *American Gladiators* is a Trans World International/Four Point Entertainment co-production.

**Republic Pictures Domestic Television** has cleared its *Republic Premiere One* film package in 94 markets, representing 84% coverage of the U.S. Seven additional stations have signed, including KGO-TV San Francisco, KESQ-TV Palm Springs and KEYT-TV Santa Barbara, all California; WTNH-TV Hartford, Conn.; KTBC-TV Austin, Tex., and KYEL-TV Yuma, Ariz. Twelve made-for-television films are part of the package, including *Fulfillment* (starring Cheryl Ladd), *Liberace* (Andrew Robinson), *Family Sins* (Jill Eikenberry) and *Mistress* (Victoria Principal). Republic is offering an initial barter window of two runs over four weeks, with an unspecified cash back end term of three runs over three years. Individual titles will also be available between 1990-1995.



## Minority preferences have their day in high court

**Supreme court hears arguments in 'Shurberg' and 'Metro' cases testing FCC's affirmative action policies**

"It is blood. Blood. It's not background and environment. It doesn't matter where the person of that race was raised, in the most privileged family, in the most exclusive community. It's blood."

Supreme Court Justice Antonin Scalia was moved to that seeming expression of exasperation near the close of two hours of arguments in two cases involving affirmative action policies of the FCC that are now mandated by Congress. He was saying the policies are based on race. If the court accepts the legality of that basis, he said, in what other areas can "blood" be used as a basis for "predicting behavior?" He said he knows of no such area.

Scalia was commenting during the argument on *Astroline Communications Co. v. Shurberg Broadcasting of Hartford Inc.*, in which the constitutionality of the commission's distress sale policy is at stake. Earlier, the justices heard arguments in *Metro Broadcasting Inc. v. FCC*, in which the commission was defending the policy affording minorities and women a preference in comparative ownership cases.

Scalia's comments were not surprising, at least to the extent that supporters of the two policies were not counting on his vote. But the skepticism he indicated as to the importance of race in operating a broadcasting station—he suggested that background and the profit motive might be the driving forces—seemed to be reflective of the views of a number of the other justices. The contention that the policies were designed to assure diversity of viewpoints did not seem to have persuaded many of the justices.

Justice Sandra Day O'Connor, for instance, in a colloquy with Daniel M. Armstrong, the commission's counsel, in the minority/female preference case, asked if the commission had done studies "to determine the programing benefits" of its affirmative action policies. When Armstrong said no, that it would not be practicable and would be impossible under the First Amendment, O'Connor's vote, some observers felt, might have been lost (how, she wondered, would the policy be evaluated?). And O'Connor was seen as the possible swing vote in the two cases.

What's more, lawyers in the audience observed that it was not only what the various justices said that seemed important. They noted that the court's liberal members—Justices William J. Brennan, Thurgood Marshall and Harry Blackmun—said virtually nothing during the two arguments.

The two arguments drew a large turnout—not only a heavy contingent of press

but a capacity audience, most of it made up of lawyers.

The two cases grew out of the same affirmative-action oriented policy, but they arrived at the high court in conflicting postures. Astroline was appealing the 2-1 decision of a panel of the U.S. Court of Appeals in Washington last year declaring that the distress-sale policy—which permits a broadcaster in danger of losing its license to sell its station at 75% of market value to a member of a minority group—denied Alan Shurberg his Fifth Amendment right to equal protection. Shurberg of Hartford, Conn., who is white, challenged the policy after being denied the opportunity to apply for the license of WHCT-TV Hartford. The commission approved its sale to Astroline because its general partner, Richard P. Ramirez, is Hispanic. Ramirez invested \$210 of the \$3.1 million purchase price and has controlling interest in the station, which he runs on a full-time basis.

Metro Broadcasting, on the other hand, was appealing the split verdict of a different panel of the same court that, three weeks after the distress-sale decision, upheld the commission's minority/female preference policy. But for the policy, Metro would have won the commission's grant of a permit for a UHF station in Orlando, Fla. The grant went to Rainbow Broadcasting Co., largely because 90% of its ownership is Hispanic.

The policies were adopted in 1978, but do not yet appear to have been effective. The number of stations owned by minorities is said to have increased from less than 1% to 3.5%. Some studies put the figure as low as 2%. In any event, the commission no longer considers the policies its own. The commission, under the chairmanship of Mark Fowler, began reconsidering its affirmative action programs—but was directed by Congress in a series of three appropriations bills, beginning in 1987, to abandon that reconsideration. Accordingly, the lawyers defending the policies referred to them as mandated by Congress. The commission, in its brief in the *Metro* case, described the minority enhancement policy as "a deliberate and considered congressional choice."

That raised the question of whether the post-Civil War 14th Amendment, designed to assure the newly freed slaves the same protection of the laws enjoyed by all other citizens, gives Congress the power to adopt measures at issue in the two cases. But O'Connor, in a discussion of that issue, observed that even Congress is subject to the Fifth Amendment and the equal protection it guarantees.

The principal focus of the arguments was on the policies' impact on ownership. The commission has argued that the policies are

designed to promote diversity of expression. And Armstrong talked of "the nexus between ownership and programing," adding: "Is there a nexus between race and expression? A defensible argument can be made [that there is]." But the defenders were also trying to make the point that the policies are not designed simply to guarantee entertainment programing that would appeal to minorities.

Justice Anthony M. Kennedy, for instance, wondered whether the commission's preference policy would benefit a Hispanic in a contest for a construction permit in an Asian community. Margot Polvy, Rainbow counsel, said: "No consideration is given as to whether it's an Asian community. The underlying theory is that everyone benefits from a multiplicity of voices—a choice of news, a choice of programing."

Roger Wollenberg, Astroline counsel, was at the podium when Scalia asked in what other area "blood" would be used as a predictor of behavior. "I can't think of any," Wollenberg said. "But the commission has an interest in the kind of people who own stations, and race consciousness in this case is justifiable." He also said that "groups with particular kinds of blood were treated differently in this country for a rather long period of time."

Attorneys for those who feel the affirmative action policies discriminate against them say that discrimination is only one of the policies' failings. Harry Cole, counsel for Shurberg, said: "There is no connection between the goal and the policy." When Justice John Paul Stevens asked whether there would be any programing differences among stations, 80% of which were owned by whites and 20% by minorities, Cole replied in the negative. Assuming they were commercial stations, Cole said, the ownership policies would be "market driven," so there would be no difference. But speaking of the real world of the policies at issue, Cole said they specify that "white people need not apply."

Gregory Guillot, counsel for Metro Broadcasting, also dismissed the commission's policies as unrealistic. The commission itself, he said, finds that "diversity comes from the marketplace." Furthermore, he said, diversity of programing is a function of the increase in the variety of technologies—cable television, satellites, among them—bringing programing into the home.

And Guillot said the policies would be never ending. Considering that minority ownership has increased by about 1% in the 12 years that the policies have been in effect, he said, the minority and female preference policies have "600 years left" to run.

—LZ

## Radio: Getting back to sales basics

### Radio sales staffs are putting more effort into selling their advertisers the advantages of local and regional campaigns

Radio sales executives are looking to the past for ideas to help meet the challenge of radio sales in the 1990's. In an effort to replenish dwindling advertising dollars, stations are tapping promotional, event and marketing dollars at the local and regional levels. "The whole push is going back to the grassroots of radio," says Michele Billy, director of business development at KRTH-AM-FM Los Angeles, "and what smaller market radio has been doing [just] to exist."

Over the last 10 years, radio operators have seen the number of radio stations increase by 19.4%. As of December 1989, there were 10,674 stations operating in the U.S., versus 8,933 in 1980. At the same time, operators have seen radio's share of the advertising pie erode steadily until 1989, when, according to Warren Potash, president of the Radio Advertising Bureau, radio's share went up to 6.7% from an industry low of 6.6% the year before.

"What is happening across the board in all media," said Billy, "is that everyone is developing new sources of revenue." Many companies want more control over their advertising dollars, she added, and are willing to spend on local and regional campaigns. "We encourage it because it gives them more control and a better ability to hone in on their target consumers," she said.

More control over business is a benefit to the radio stations as well, according to Vince Gardino, general sales manager, WOR(AM) New York. "When you target local and regional dollars, you are dealing directly with the clients—who are direct results-oriented people," he said. In addition,

Gardino said, a station should try not to be dependent on agency business. "Agency business, if it is there, is terrific," he said, "but what happens if somebody decides they don't want to do a campaign? At an agency, you are out of luck. Here it is eyeball to eyeball with the client—he wants



Michele Billy

results and you are going to try to give it to him. Whether or not you succeed or fail, the ball is in your court."

Working for nontraditional sources of revenue makes sense to Jeff Holden, general sales manager, KQPT(FM) Sacramento, Calif. Looking at what has happened in the retail business, he said, the proliferation of new products and the increasing value of shelf space in stores, for example, have led retailers to focus their efforts in those areas. "All of a sudden," he said, "the local promotional dollar is coming back into media." More and more, he added, suppliers and distributors are willing to spend the money if the station can create ways to get them that "valuable real estate inside stores." The ideas can be very simple, said Holden, but hinge on the concept that "it fits the needs of all parties concerned."

Targeting local and regional business di-

rectly, says Jeff JeanPierre, general sales manager, WKLH(FM) Milwaukee, is a plus for the industry because it takes the business back to the principle of moving product for the advertiser. Having direct control over the entire process makes the station more accountable, says JeanPierre. "Our



Jeff Holden

philosophy is that we treat people [clients] the way we want to be treated and we spend their money as if it were our own," he said.

Another benefit to radio, in Pam Young's assessment, is that this kind of sell is "not rate sensitive, not cost-per-point," and so allows the station to command more dollars. Young, who is general sales manager of WVAZ(FM) Chicago, said this allows stations to move out of a "defensive position" of competing for schedules at an agency level, and into the position of "creating concepts and creating product." In addition, she said, these are new dollars that are pouring into the industry and a new avenue for continued growth.

But there are obstacles, said Young, to implementing strategies for local and regional targeting at stations. "It is hard to get people in radio that are not used to selling in this manner to try it," she said, "and there are not enough people training sales people out there."

"There has to be a commitment on the part of the station," says Billy, "to give the time and training required to go after alternative forms of revenue." And, she added, after developing skilled people and after teaching them the craft, it is a question of "being aggressive." It is a different sell, Billy said, and it has to be dealt with in a different way.

Gardino sees the problem with luring good people stemming from a set of industry stereotypes. "There are stereotypes within stations—all the people who call on the Madison Avenue-type agencies are perceived to be at a better level than the people who knock door to door," he said. At WOR, direct business salespeople are lured and kept by higher commissions than agency

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WWKB-AM, Buffalo**

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**Dan Patrick, Owner/GM  
KSEV-AM, Houston**

*"Spots aired by WHK 'generated terrific response' for the Cleveland Chamber of Commerce Business After Hours."*

**Chuck Bortnick, VP/GM  
WHK-AM, Cleveland**

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executives. "Our direct business execs get 15% for their first sell and 12% after that," Gardino said, "versus 6% for the others."

Another obstacle to developing direct business accounts is the time commitment involved. Many accounts take six or even eight months of cultivating before they bear fruit. "It is like being a farmer," said Jean-Pierre, "it is not immediate—you plant the seeds, you water them, fertilize them and months later, you reap a harvest."

The most obvious disadvantage to this kind of sell would seem to be the influence of the health of the economy on the health of the station. It does affect the station, says Gardino, but an economic downturn can be weathered. "You have to become more creative," he said.

"If you learn the industry you have targeted well," says Jean-Pierre, "then you understand his problem." At that point, the role of the station as marketing and creative partner for a client becomes crucial to securing renewals. —LC

## Harris to leave Group W next year; buying Florida AM

Group W Radio Chairman Richard Harris announced he would retire from his post in early 1991. The announcement was made at a Group W Radio managers meeting in Naples, Fla., last week, concurrent with

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## Bunzel named BROADCASTING's radio editor

Reed E. Bunzel, whose journalistic career has concentrated on the coverage of radio, will join BROADCASTING next Monday (April 9) as radio editor, based in New York.

He will work with radio staff writer Lucia Cobo in a major expansion of the magazine's radio coverage that will be increasingly evident in coming weeks.

Bunzel is a cum laude graduate of Bowdoin College, joined the National Association of Broadcasters in 1979 as editor of *Radioactive*, moved to Los Angeles in 1984 as networks and specials editor of *Radio & Records*, then became contributing editor to United Stations' *On Radio* in 1987. He returned to the NAB in 1988 as editor of *Radio Week*.

"Radio is the medium most people use to keep in touch with their world [because of its] immediacy and possibilities," says Bunzel. "We hope our reporting helps radio maintain that fundamental importance with its listeners."



Harris' announcement that he intends to acquire WSRZ(AM) Sarasota, Fla.

Harris told BROADCASTING last week that the move will not change the management structure in place at Group W. Jim Thompson, who assumed the duties of president of the radio division last year, on the eve of the purchase of the Metropolitan-Legacy Broadcasting stations (BROADCASTING, April 24) assumed all operational responsibilities for the radio group and will continue in that post. "Whether or not a chairman is named is up to Burt Staniar," said Harris, referring to the chairman of Westinghouse Broadcasting.

Harris is a 25-year veteran of Group W, where he has served in various capacities since joining the company in 1965 as general manager of WBZ(AM) Boston. He has also served as general manager of WIND(AM) Chicago, KYW(AM) Philadelphia and KPIX-TV San Francisco. In 1969 Harris was appointed president of Radio Advertising Representatives, and in 1973, president of Group W Radio, of which he was named chairman in February 1989.

Harris is a board member of the National Association of Broadcasters and the Radio Advertising Bureau, as well as past chairman and founder of the latter's Managing Sales Conference. He is also chairman of the All-Industry Radio Music License Com-

mittee and is a member of the Advisory Committee of the Voice of America. Harris also has served as chairman of the International Radio and Television Society Broadcasting Industry Faculty Seminar. □

## WGA charges Unistar with unfair practices

Writers Guild of America East has filed an "unfair labor practices charge" against Unistar Radio Networks. A Unistar spokesman said the company had forwarded documents to its attorneys and its senior vice president of administration and human resources for evaluation, but would not comment beyond that.

The charge stems from Unistar's plans to centralize its news operations in Washington (BROADCASTING, Oct. 23, 1989). According to papers submitted by the Guild, Unistar has refused to "offer transfers to bargaining unit members unless the Guild disavowed representation of these employees and the employees severed their ties to the Guild."

Also, according to the Guild, Unistar has told employees that the Washington bureau (located in Arlington, Va.) will "be an American Federation of Television and Radio Artists shop," and has said it would "sever its relationship with the Guild as of contract expiration and would not renegotiate an agreement."

One of the affected employees told BROADCASTING last week that the affected workers (11 union employees) had held off filing the charge. "We have tried to be nice, but they refuse to negotiate." The employee also said that the company is only offering severance pay to those employees who remain at their posts until the last day of operations at the New York bureau. The problem with that, said the source, is that they cannot look for other jobs since they do not know when the last day will be. The company had said it would move by April. □



Richard Harris



## Why is the Motorola AM Stereo System a Failure?

Certainly not for lack of trying or marketing expertise. No radio broadcasting system ever enjoyed a larger advertising budget, cleverer promotion or a more powerful group of co-sponsors... Motorola, General Motors and Chrysler. The problem is its technical characteristics... fatal stereo flaws; platform motion, rain noise, excessive bandwidth. And crucial for small and medium sized stations (and even "clears" serving listeners more than 25 miles away), reduced mono coverage to the typical narrow IF bandwidth receiver.

That is the mono coverage problem that will limit a station's "bottom line." *It is THE technical problem no AM broadcaster can ignore or compromise.*

Smart broadcasters will give any new technology a fair try, but they will never stay with technology that degrades such coverage because that means loss of "bottom line" profits.

## MOTOROLA LOST, BUT WE HAVEN'T WON...YET

Motorola has lost the marketplace competition, but to be frank, *that does not mean we have won it...* how could we win when there are no mass produced AM stereo receivers available for the Kahn/Hazeltine system. Motorola heaped scorn on these high quality multi-system AM Stereo receivers, and threatened at least one of their manufacturers. I wonder why Motorola so feared high quality multi-system receivers.

Not only were these great stereo radios, but do you remember their superb mono sound... some with notch filters and frequency response out to 12 kHz. Do you know there were some 20 models of multi-system AM stereo receivers manufactured by Sony, Sansui, and Sanyo.

Never fear, quality AM stereo radios will be back. There is still one way to cure this problem *through the Federal Court system*, and that is where we are right now in Kahn vs General Motors. When we succeed in the Federal Courts, you have my assurance that not only will you have AM Stereo receivers for the Kahn/Hazeltine system (the system that will survive in the free marketplace), *but there will be quality AM receivers that will help you to compete with FM stereo.*

General Motors, Chrysler and other manufacturers of 3 kHz AM radios are the real reason for AM broadcasting's sorry state. This pitiful situation has been going on for a quarter of a century, and your ratings dropped accordingly. (Can you imagine, some people actually blame AM stereo competition for this old problem. And some Americans actually have the nerve to suggest to other Americans that are competing too vigorously. Competition and innovation made our country strong and the sooner GM, Chrysler and Motorola stop whimpering about competition, the sooner we will be back where we belong, leading the world industrially.)

From an engineering standpoint, AM Stereo, in the car, can significantly outperform FM stereo because of its greater coverage and lack of multipath. But it requires *quality AM receivers and the AM stereo system that does not lose coverage.*

## Whose Fault is Motorola's "Marketplace" Failure?

Can you believe it, some people actually blame our small firm. Can anybody seriously believe that Kahn Communications could block Motorola + General Motors + Chrysler + the largest media blitz ever targeted at radio broadcasting.

(Even where Motorola somehow convinced a government to protect it from Kahn competition, Motorola failed. A Nov. 1989 report states that Australia's AM radio industry "has reached such a perilous state that strong rumors suggest several [Melbourne] stations may be forced to surrender their licenses within a year", and points out that the [Motorola] AM stereo has not helped, and that music on AM "has had its day". Seems like AMers in Australia are paying dearly for their Government's lack of faith in free enterprise.)

The most powerful companies even with "big brother" governments are no match for the marketplace and the laws of physics. Nobody killed Motorola stereo-it died of natural causes.



## GOOD NEWS POWER-side... ...POWER-side...POWER-side

There is new Single-Sideband technology off and running that can immediately improve your "bottom line" by increasing your coverage. This new technology will allow AMers to compete more vigorously by reaching more of the same type of audience they presently cover. *You don't have to wait for new receivers, nor the years it will take to convince young listeners to accept AM radio.*

The day you install POWER-side™ is the day you enter the age of sideband broadcasting, enabling you to reach new listeners in troublesome areas by concentrating your broadcast power in a dominant sideband... POWER-side reduces fading and distortion in weak signal areas, directional antenna null distortion, and areas of radiation interference. *You can even select which sideband is dominant so that inexpensive, manually tuned radios, with poor selectivity, are inherently tuned away from your worst interference.* Thus, significant advantages are instantly available for listeners with digital car radios and tunable portables and home radios. POWER-side, for more coverage, more listeners, more "bottom line".

Engineering information is available so that you can see why 5 of the 16 New York City AM stations have installed POWER-side.

## More Good News

*Speaking of the POWER of free market competition and POWER-side, the POWER of the Federal Judiciary will solve the AM Stereo standoff, caused by the lack of mass produced sideband AM stereo receivers.*

*In April of 1988 litigation was initiated; i.e., Kahn vs General Motors.*

*General Motors, and its indemnifier Motorola, attempted to block the litigation. Motorola filed a suit in the Federal Court in Chicago seeking to have my patent declared invalid, or if not invalid, not infringing, or if not infringing at least I waited too long to sue etc. etc.*

*In June of 1988, GM was temporarily successful in staying the New York suit while Motorola attempted to invalidate my patent in Chicago. While Motorola/GM succeeded in delaying matters, the result finally came in October of 1989 when a Federal Judge in Chicago dismissed the Motorola suit stating:*

*"...the court is of the opinion that this suit does not serve a useful purpose and may serve to harass an individual [Kahn]."*

*Then, more good news, on November 17, 1989 a three judge panel of the Court of Appeals for the Federal Circuit in Washington (for all practical purposes, "the court of last resort" in patent matters) unanimously reversed the New York Court in the Kahn vs. General Motors suit, concluding that:*

*"...the district Court exceeded its discretionary authority in creating the stay. The stay is vacated, and the case is remanded to the District Court for proceedings on the merits. Costs in favor of Mr. Kahn."*

*Thus, after 22 months of delay and harassment by GM/Motorola the matter is back in New York. The patent is valid, literally and willfully infringed and, according to patent law, not only am I entitled to substantial damages, but also to have GM enjoined from manufacturing and selling the type of AM Stereo radios that have so interfered with the AM Stereo marketplace.*

*Even General Motors is subject to the laws of this country, as was Kodak in the Polaroid/Kodak instant film case.*

*Stay tuned, while it is once again proven that the free market competition really does work.*

**KAHN COMMUNICATIONS, INC. 222 WESTBURY AVE., CARLE PLACE, NY 11514 • (516) 222-2221**

## The hunt for Fifth Estate financing

**Brokers foresee increase in stations on market as day of reckoning continues for overleveraged buys, but financing for new purchases is harder to come by**

Brokers are calling the current station trading market the most difficult, most complex, most challenging and, consequently, the most hectic market in years. The driving force behind the chaos, they agree, is financing.

"It has been a belt tightening year," said Todd Hepburn, vice president of The Ted Hepburn Co. But his "gut feeling" was that things will pick up substantially during the second half of the year. The poor financial health of New England in general, and New England lending institutions in particular, have adversely affected broadcast financing across the nation.

Calling the financing scare "more national, since all lenders, buyers and sellers read the *Wall Street Journal*," broker Ray Rosenblum said that some regional and small markets are still "doing pretty well, especially where real estate is up."

California, says American Radio Brokers President Chester Coleman, has many markets that have continued their history of steady growth, but the deals are tougher because the "buyer pool is smaller, there is no major financing available, and financing is forcing sellers to sell at lower multiples." But, he adds, "the broker business is fun again because it's not as easy to do" as it was in years past.

Overall, though, the market is lingering in a natural post-boom down cycle after an artificially high-priced market cycle that "did not perform up to expectations," said Dan Gammon, president of Americom Radio Brokers, and that is one of the reasons "station prices are artificially low." Consequently, both the selling and buying halves of the market are under unusually heavy finance-driven pressure. Those brokers that can relieve the pressure will have better luck seeing their deals close. Lee Hague, president, Hague & Co., said that "out of necessity he's had to get better at judging a buyer's ability to close." Gammon added, "We're having to line up buyer financing prior to signing." Though some say now is a good time to buy, many believe that better properties and easier financing may be around the corner. Coleman suspects that major lenders "will be looking to get back in by the third or fourth quarter of the year." Frank Boyle of Frank Boyle and Co. said that many sellers "are discounting because they have to sell." However, Hague cautioned that "an open floodgate pouring out choice properties" at ridiculously low prices is not likely to happen, but good

deals will be available.

Properties will be available simply because "many who bought into broadcasting during the boom had financing that had two-, three- or four-year moratoriums on paying principal. They are now faced with either restructuring or bailing out," said Gammon. Dick Blackburn, president of Blackburn and Co., said that "behind the scenes" many of these owners "are engaging in vast restructuring of their debt" to keep their properties until either "long-range broadcasting goals are met or the market is more favorable to sellers." Potential buyers will have to wait and see if the restructuring is successful or if the property will go on the market.

Many of the properties currently on the market are stations in trouble because non-broadcasters did not know how to manage them and are faced with substantial debt or have partnership or other ownership arrangements that must be dissolved, said Doyle.

Soft prices aren't any help unless the buyer can finance the deal. More deals are falling through than ever before, said Hague, who pointed out that "two or three years ago a deal falling apart because of financing was unheard of; today it's a rather common occurrence."

Blackburn said that sellers need to be creative in "making their properties more attractive so buyers can get financing," and brokers have "become better equipped at dealing with a more diverse set of sensitive and sophisticated lenders." Sellers who "hold subordinate financing themselves" will see their properties sell quicker and, he added, "a well-funded tax certificate buyer can really take advantage of the market."

Gammon said that there are many "long-time broadcasters who sat out the price boom and are about to get back in." They have been holding stations for several years, which had the desirable benefit of creating equity. All agree that equity and broadcast experience are fundamental and necessary ingredients to obtaining financing.

"Turn-around deals will be few and far

between," said Blackburn, who added that this side effect will benefit the industry overall because "it keeps good broadcasters with long-range goals in the business."

The current climate is bad news for first time buyers who "have been virtually locked out" because of a lack of experience and smaller equity pools, said Hague. Coleman said that first time buyers simply "will not get financing because lenders don't want to risk on nonbroadcasters. He added that first timers would probably need at least 40% equity up front," and that kind of money "might bring greater returns outside the current broadcast market."

But even those with equity and experience are not guaranteed financing because "some traditional broadcast lenders aren't even looking at new deals," said Coleman. Also, alternative sources of capital are slow in investing because it takes time to learn the new market economics, said Gammon. The financial market is likely to get more tight and more complex before finding money gets easier. Part of the problem, says Coleman, is that lenders "are overreacting to uncertainties over what the feds are going to do" in response to bank re-regulation and HLT definitions. Also, several lenders have portfolios in which a majority of customers are technically in default, said several of the brokers.

Hague said that equity is more important now because "financiers are looking solely at historic cash flow and its ability to meet pro forma debt," whereas the boom of the late 80's was often financed based on projections that did not pan out. As a result, many "took it on the chin," as Todd Hepburn put it.

State and federal regulators are keeping "traditional banking 101" decisions from being made, which is frustrating to many brokers because deals that have always been solid before are not necessarily so anymore," said Hague. He added that "lending decisions are being taken away from the lenders."

The big winner in all this could be commercial credit institutions and foreign banks that, unlike foreign owners, have few lend-

### Fifth Estate Earnings Reports

| Company               | Period | Revenue<br>(000) | %<br>change | Earnings<br>(000) | %<br>change | EPS    |
|-----------------------|--------|------------------|-------------|-------------------|-------------|--------|
| Home Shopping Network | Second | \$261,936        | 26          | \$12,810          | 107%        | \$0.14 |
| QVC                   | Fourth | \$283,069        | 315         | \$3,362           | -21%        | \$0.12 |
|                       | Year   | \$453,325        | 153         | \$6,347           | -30%        | \$0.35 |

**QVC** said board voted to suspend cash dividend policy instituted before CVN buyout to maximize cash flow during debt repayment period.



ing restrictions, many said. However, because of the FCC's restrictions on foreign ownership, a foreign bank will have a far more difficult time taking possession should a station default. That hasn't scared the Canadians away. Canadian Imperial Bank of Commerce is acquiring the Bank of New England's billion-dollar media and communications portfolio. The Bank of Toronto has traditionally been a source of loan monies in the U.S. Commercial lenders are "tremendously advantaged" right now, said Gammon.

All of this has created a dynamic climate in which to be a broker. Most of them are extremely busy and challenged and are plainly loving their work. The market is much more difficult and complex, and strongly favors the buyer who can get financing. "Sellers should only sell if they have to," concluded Coleman. —PJS

## McDonalds, NBC team up for fall promotion

NBC will team up with McDonald's this fall in an "extensive nationwide game-like promotion" that will coincide with the network's season premieres. Details of the arrangement will most likely be announced at the NBC affiliates meeting this June in Washington. No money will change hands between the two companies and the promotional effort will not include the Consumer News & Business Channel (CNBC) or Sports Channel America.

McDonald's and NBC were brought together, according to NBC, by Simon Marketing, a Chicago-based marketing and promotion firm that works with the Oakbrook, Ill.-based McDonald's. NBC said that the two companies have the combined potential of reaching about 60 million people every day.

For NBC, it is the second co-promotion effort in as many years. Last Spring, NBC and Sears agreed to a contest that required entrants to write down the names of the network's five new fall prime time shows, the theory being that it would increase the sampling of those shows. The four-week promotion, called "America's Brightest Stars: Sears & You," gave out \$2 million in prizes, trips to Hollywood and bit parts in episodes of the five series.

Of the five shows that NBC geared its Sears promotion toward — *Baywatch*; *Mancuso*, *FBI*, *Nutt House*, *Hardball* and *Sister Kate*—only *Mancuso* and *Baywatch* are still on the air. A recent study by the Lintas advertising agency said that most adult viewers were unaware of both the NBC-Sears promotion and the CBS-K mart promotion.

John Miller, executive vice president, marketing, NBC-TV, gave the Sears promotion mixed reviews. "We felt that we could have done it better, as did Sears." What Miller hopes to improve on is show

identity. The Sears promotion, he said, focused more on the network and the contest rather than the shows and the individual stars. With regards to the Lintas study, Miller said that he has seen studies that show that "TV Guide is all that matters."

CBS senior vice president, George Schweitzer, said that the philosophy behind his network's contests are similar to the theory behind coupons. "If I get a coupon for a dollar off on Tide, I am going to use it. If I like it I will buy it again."

It is that aspect of the promotions that keeps ABC away from them. "There is a philosophy," said Mark Zakarin, vice president, marketing, ABC Entertainment, "that it de-values your product." "When I'm listening to the radio," he explained, "and people are yammering on about winning prizes, it turns me off." The message, he said, is not "watch the program because it will move you," but rather "watch it and win." Studies done by ABC showed the promotions having little negative or positive impact on the shows, Zakarin said.

Another aspect of such game promotions that bothers Zakarin is that they take up promotion time and effort that he feels could be better spent promoting the show itself.

The key to a good promotion, according to Miller, is getting the shows sampled. "Once you are past sampling," the NBC executive said, "the shows have to take care of themselves."

Schweitzer agreed with Miller that promotions alone are not enough to keep an audience. Explained Schweitzer: "Promotions are not a substitute for good programming or good advertising. The number one place people find out about TV is on TV."

As for CBS, Schweitzer said that the K mart promotion was a success that got the network 28% more viewers for last year's season premieres compared to 1988. After that though, the ratings went down. "Our job," Schweitzer said, "is to generate a good sampling and we will do everything we can to generate interest. It does not cheapen the product." Schweitzer said that it is "almost certain" that CBS and K mart will do it again.

CBS is also currently promoting its sports lineup with a 27-city shopping mall tour that includes batting cages and display games. —JF

## NBC contract with NABET expires

**It will take three weeks to tally union vote on network's March 30 offer, but NABET spokesman is not sanguine about prospects for approval**

The current contract between NBC and the National Association of Broadcast Employees and Technicians (NABET) expired last Friday, March 30, without resolution of the issues separating the two from agreeing on a new contract.

NBC presented its final offer March 30, but John Krieger of NABET told BROADCASTING that the network would have to do a "complete flip-flop" from what has been offered to get something approved. NABET will mail ballots April 11 to its 2,373 members, who make up NABET's 16 bargaining units in New York, Chicago, Cleveland, Denver, Los Angeles, Miami and Washington, and will announce the results May 4. Until the vote is counted, NABET employees will work without a contract or with a contract extension. Sticking points between NBC and NABET include job security and an NBC proposal that would allow non-NABET members to take over work done by NABET members. Another disagreement may arise about which benefits plan the union accepts. NABET is currently under the old RCA plan and, according to Krieger, there are some problems with the General Electric plan with regards to health and retirement options.

"Some of the lessons of 1987 have not sunk in," Krieger said. He was referring to the bitter 17-week strike in 1987. That strike began almost three months after the contract had expired and focused on temporary hires, technical jurisdictions and contract length, which the union wanted set at three years rather than NBC's proposed two years. In the final contract, a 29-month pact was agreed upon with a 4% cap in temporary hires the first year and 6% in the second. NBC, at the strike's settlement, announced that 200 jobs would be eliminated. About 100 of the layoffs were attributed to the sale of NBC Radio to Westwood One. The remaining 100, according to NBC, was made up of NABET employees that got jobs elsewhere during the strike. After the strike, NBC president and CEO, Robert Wright, said that 25 to 30 NABET members would be disciplined or fired for vandalism and bodily assault that occurred during the strike.

NBC would not talk about the negotiations or whether they would opt to enforce their latest offer if the union rejects it. Handling the negotiations for the network is Day Krolik, vice president, labor relations.

Issues that would appear to be resolved include the four-day work week for some NABET units and a 15% cap on daily hires. NBC had proposed a 20% cap. —JF

### Rising legal fees

The Television Bureau of Advertising reported that legal services advertising on local television passed \$80 million in 1989, a 29% increase over 1988. The \$82.3 million figure marked the first time that legal spending fees passed \$80 million. Injury Helpline upped its TV spending by 53% to become the category leader. Long-time leader Jacoby & Meyers increased its spending by 20% and finished second. TVB compiles the figures from Arbitron's Broadcast Advertiser Reports.

## Teacher's helper

The latest educational technology is "impressive," said Nancy Stover, vice president of educational services, The Discovery Channel, in a speech at the Seventh International Conference on Technology and Education in Brussels. "Yet we live with the reality that most of the world and certainly the schools are not equipped to even begin to utilize these high-tech offerings," she said. "If you expect teachers to use your products, then your products have to be useful," said Stover. "A lot of businesses have fallen by the wayside after wasting a lot of time and a lot of money developing products that are simply not useful in today's classrooms." Stover said TDC has listened to educators and tried to address their needs. One result, she said, is *Assignment Discovery*, two commercial-free documentaries telecast back-to-back each weekday, which teachers are free to tape and incorporate into their lessons. Another in development is The Discovery Interactive Library, a series of two-sided videodisks that teachers may use in classrooms, she said.

## Pre-game warmups

ESPN is off to a solid start in lining up cable operators to carry (and pay for) its four-year \$450 million NFL football package, according to ESPN President Roger Werner. As of March 22, he said, the network had signed some 300 contracts representing eight million cable homes. The goal is to have all ESPN homes on board by the first game under a new contract this fall, he said.

## On the drawing board

Celebrated science fiction writer Isaac Asimov has developed characters and a storyline for a new superhero animation special for the Sci-Fi Channel, according to Sci-Fi Channel President Mitchell Rubenstein. The planned 24-hour-per-day service has also had talks with TMS Entertainment about co-producing the special, he said.

## Star gazing

The Nostalgia Channel has licensed 79 vintage *Theatre of Stars* dramas featuring Mickey Rooney, Shelley Winter, Ernest Borgnine, Fred Astaire and others from Republic Pictures Domestic Television. According to Republic, the digitally remastered shows have not been telecast since their original network airings.

## Rochester gets a Garden

WGRC, the cable channel Greater Rochester [N.Y.] Cablevision is

programming like an independent television station, is getting some help shaping its local identity from Madison Square Garden Network, New York. The network confirmed last week that it has struck a first-time carriage deal with Greater Rochester Cablevision that will allow the system to spin off 10% of MSG's live event programming to WGRC. WGRC has opted to take 28 New York Yankees games off MSG, to be shown throughout the 1990 baseball season. WGRC General Manager John Orr said the first game would air April 11, two days after the start of the strike-delayed season. An MSG spokesman said the 28 games represent a full 10% of the network's approximately 285 live events for year. The deal gives WGRC additional exclusive programming to sell in its effort to attract a share of Rochester's roughly \$47 million in local television advertising dollars. An MSG spokesman described the deal with Greater Rochester as a "compromise" that keeps the network on the basic service there, as opposed to a pay tier.

## 10 more years

Home Box Office has signed a 10-year extension of its licensing agreement with Hemdale Film Corp., supplier of product for HBO and Cinemax as well as HBO's home video distribution arm. The motion pictures covered by the extension are to go into production next year.

## Clean up campaign

The Nashville Network joins the fight to clean up the environment with a commitment to telecast public service announcements produced in cooperation with the National Wildlife Federation. TNN set the value of the time it is planning to set aside for some 1,000 airings of the spots at \$2 million. The spots will feature such performers as Marie Osmond and Michael Martin Murphy.

## Delta blues

CNN Special Reports is offering a five-part series this week (April 2-6) on the impoverished lower Mississippi delta region. *Third World on the Mississippi* looks at life along the river from southern Illinois to the Gulf of Mexico—an area where 20% of the 8.3 million people live in poverty with a per capita annual income \$3,000 below the national average.

## Turnabout

The chairman and chief executive officer of Continental Cablevision used

the platform of a National Academy of Cable Programming conference in Washington last week to criticize independent television broadcasters. Amos Hostetter, in the conference's closing address, said many independents "do virtually no local programming." The reason is that they no longer have to, he said. Deregulation by the FCC during the 1980's "eased, watered down or eliminated" requirements that stations provide local programming in the "public interest." Nonetheless, Hostetter said, independents want a must carry law that would require cable systems to "carry all local independent stations regardless of whether they produce any meaningful local programming." As independents' interest in local programming decreases, he said, that of cable systems is increasing. "Through local programming, the cable industry is fulfilling some of the public trusteeship obligations once placed on the broadcast industry," he said.

## More TLC subscribers

The Learning Channel has signed an affiliation deal with the National Cable Television Cooperative, which will mean additional carriage of 650,000 subscribers from small and independent systems over the next four years.

## State-of-the-mat

Turner Broadcasting subsidiary, World Championship Wrestling, has completed construction of a new \$2-million post-production facility, located on the main floor of CNN Center in Atlanta. The 4,500-foot studio and post production complex will handle tape dubbing and editing for the three weekly one-hour syndicated wrestling programs and the four hours seen on superstation WTBS(TV) Atlanta.

## Consumer tips

CNBC will carry a three-hour prime time program featuring consumer advocate David Horowitz on April 23, in conjunction with National Consumers Week. "CNBC's Consumer Survival Special" will include a number of consumer experts.

## Remembering Roy

Showtime filmed the Feb. 24 tribute concert to Roy Orbison and will carry the event this spring. The special will benefit the homeless, with proceeds going to the Roy Orbison Homeless Fund. The concert's lineup includes Byrds' David Crosby and Roger McGuinn, Gary Bussey, Johnny Cash, Gatlin Brothers, Whoopi Goldberg, Emmylou Harris, B.B.



King, k.d. lang, Michael McDonald, NRBQ, Bonnie Raitt, Michelle Shocked, Ricky Skaggs, The Stray Cats, Patrick Swayze, Bernie Taupin, Pete Townsend and Dwight Yoakum.

### Syndex listings

The Prevue Guide listing service has finalized its syndex service option, \$50 per month per channel to a maximum of \$150 per month. For that, the Prevue Guide will provide up-to-date program listings for replaced titles and listings for blacked out programing replaced with either "blacked out by order of the FCC" or "syndex program interruption." Prevue affiliates have to notify Prevue of program substitutions or blackouts.

### Exporting 'Treasure'

Turner Broadcasting System has announced that Warner Bros. will handle the international distribution of the TNT original "Treasure Island." Warner Bros. will initially release the movie to theaters in Europe and Latin America.

### Selling O.S.C.A.R.'s

Cable Networks Inc. (CNI), a cable rep firm, has introduced a personal computer-based software program "designed to facilitate the placement of spot cable advertising by enhancing communications" between CNI, its affiliates and clients.

More than a year's worth of development and \$3 million went into O.S.C.A.R. (Order, Spot Confirmation and Affidavit Retrieval), said CNI. The system is in its final test phase. CNI is planning to try the system, which operates on IBM personal computers, on some affiliates next September and hopes to have all affiliates on line by April, 1991. Operators will pay for the system's installation. Each operator will have a specific security code as both a protection measure and a way to verify who made what buy.

O.S.C.A.R., according to CNI officials, will reduce missed spots by housing complete information on tape deadlines, insertion hours, traffic instructions and scheduling errors. The system will also provide up-to-date information on pending business by automatically tallying account executives' daily sales activity. CNI is a subsidiary of Rainbow Advertising Sales Corp. (RASCO).

### Pickup games

Sports News Network cable service has announced that Columbia International has signed to carry it. Columbia serves 190,000 subscribers in Michigan, Virginia, Oregon, Washington and Nevada.

### Tax nixed

New Hampshire cable operators and the New England Cable Television Association

have successfully defeated a New Hampshire proposal to levy a 5% excise tax on cable subscribers, which would have affected the state's 286,000 subscribers to the tune of \$4.7 million. The revenue raising device was also to have been applied to the telephone, cellular and paging customers in the state, which would have raised an additional \$18 million. NECTA said the state has a \$77 million deficit.

Said Paul Cianelli, NECTA president: "We were successful because our cable operators throughout the state quickly and effectively informed and mobilized their subscribers through a series of barker channel messages, ad inserts and Weather Channel crawls." Cianelli said the speaker's office received 400 calls in opposition days before the vote and each legislator received between 20 and 30 calls apiece.

### Rights stuff

WTBS(TV) Atlanta has gained the rights to "For Those I Loved," a four-hour mini-series based on the autobiography of Martin Gary, a concentration camp survivor. The mini-series is scheduled for June 7 and 9.

### Whale of a show

Discovery is launching the "Great Whale-Watch Expedition" this month, which will culminate in 10 viewers and their guests participating in a whale watch off Cape Cod in August.

That is the grand prize in a sweepstakes, the promotion for which will run until April 5. The promotions will also highlight Discovery's *Blue Revolution* and *Black Tide* specials on the environment. Viewers can enter by sending a post card to Discovery. Winners will be drawn in May and will receive an all expenses paid trip for a three-day cruise Aug. 23-26.

### AIDS action

Bravo and New Jersey Network will sponsor *Unfinished Stories II: Artists and AIDS: A Television Tribute*, a 24-hour fund raising effort to be telecast Dec. 1 and 2. The event will benefit the American Foundation for AIDS Research and Broadway Cares. Participating stars include Colleen Dewhurst, Eric Bogosian, Tyne Daly, Phillip Bosco, Anne Jackson, Eli Wallach, E.G. Marshall, Carrie Smith, Tony Randall and Tommy Tune.

The event, marked by a cooperative effort between the cable service and PBS stations, may be seen by as many as 20 million households, double last year's number, said Kathy Dore, vice president and general manager, Bravo. *Stories* is composed of four themes, using films, concert performances and theatre works. "The Performing Arts Celebration" features Bill Sherwood's *Parting Glances*; "Visions From The Heart" presents portraits of artists and performers; "Heroes In Our Communities" focuses on people helping others cope, and "Fighting For A Cure" offers documentaries on medical research and political issues.

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| Station          | Market                     | Price               |
|------------------|----------------------------|---------------------|
| WKLI (FM) & WABY | Albany, NY                 | <b>\$13,500,000</b> |
| WOUR (FM) & WUTQ | Utica, NY                  |                     |
| WLVK-FM*         | Charlotte, NC              | <b>\$ 8,000,000</b> |
| WLMX AM & FM*    | Chattanooga, TN            | <b>\$ 7,000,000</b> |
| KODETV           | Joplin, MO                 | <b>\$10,750,000</b> |
| WQRC-FM          | Barnstable, MA             | <b>\$14,500,000</b> |
| WGYL-FM & WTTB   | Vero Beach, FL             |                     |
| WTCR AM & FM     | Huntington, WV             | <b>\$ 7,650,000</b> |
| WDBR-FM & WTAX*  | Springfield, IL            | <b>\$ 4,000,000</b> |
| WCKN-FM & WAIM*  | Greenville-Spartanburg, SC | <b>\$ 6,000,000</b> |
| WOAY-TV          | Beckley, WV                | <b>\$ 9,500,000</b> |
| WVMA-FM & WOAY   | Beckley, WV                |                     |
| TOTAL            |                            | <b>\$80,900,000</b> |

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# Changing Hands

**KNUA(FM) Bremerton (Seattle), Wash.** □ Sold by Gannett Broadcasting to Brown Broadcasting Co. for \$10 million cash. **Seller** is headed by Douglas H. McCorkindale and owns KISS-AM-FM Los Angeles; KSDO(AM)-KSWV(FM) San Diego; WTLV(TV) Jacksonville and WDAE(AM)-WUSA(FM) Tampa, both Florida; WGCI-AM-FM Chicago; KO-SA(AM)-KSD-FM St. Louis; KCMO(AM)-KCPW(FM) Kansas City, Mo.; KKBO(FM) Pasadena, Tex.; KPNX-TV Mesa, Ariz.; KUSA-TV Denver; WXIA-TV Atlanta; WLVI-TV Cambridge, Mass.; KARE-TV Minneapolis; KOCO-TV Oklahoma City; WUSA(TV) Washington; WFMY-TV Greensboro, N.C., and KKBO(AM) Houston, KVUE-TV Austin and KOAI(FM) Denton, all Texas. **Buyer** is headed by Willet H. Brown, Michael J. Brown and Phil Melrose and owns KPOP(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento, KYNQ-AM-FM Fresno and KKSF-FM San Francisco, all California, and has sold, subject to FCC approval, KKAT-FM Salt Lake City to Apollo Radio Ltd. ("Changing Hands," Feb. 12). KNUA is on 106.9 mhz with 100 kw at 819 feet above average terrain. *Broker: Americom.*

**WSYT(TV) Syracuse, N.Y.** □ Sold by Flatley Co. to WTVz Fox 33 TV Inc. for \$7 million plus assumption of certain liabilities. **Seller** is headed by Thomas J. Flatley and has no other broadcast interests. **Buyer** is headed by Charles A. McFadden and has interest in WTVz(TV) Norfolk, Va. WSYT is Fox affiliate on ch. 68 with 1,000 kw visual, 100 kw aural and antenna 1,942 feet above average terrain.

**WCIB(FM) Falmouth, Mass.** □ Sold by Justice Broadcasting Ltd. to Ardman Broadcasting Co. of Cape Cod for \$2.5 million. **Seller** is headed by Larry Justice and also owns WQEZ(FM) Fort Meyers Beach, Fla. **Buyer** is headed by Myer Feldman, who owns WZOU(FM) Boston; WPHR(FM) Cleveland; WEZI-AM-FM Memphis; WWSR-AM-FM Charleston, W.Va., and KCKN(AM)-KBCQ(FM) Roswell, N.M. WCIB is on 101.9 mhz with 50 kw and antenna 280 feet above average terrain. *Broker: Cecil L. Richards Inc.*

**WOSE(FM) Port Clinton, Ohio** □ Sold by Waw Inc. to Donald L. and Venice Michel for \$2,370,238. **Seller** is headed by Wendall A. Triplett, who has interest in Triplett Broadcasting Co., licensee of WWAT(TV) Chillicothe, OH. **Buyers** are husband and wife and have no other broadcast interests. Wose is on 94.5 mhz with 3 kw and antenna 630 feet above average terrain.

**KGRX(FM) Globe, Ariz. (Phoenix)** □ Sold by First City Broadcasting to Allison Broadcast Group for \$2 million cash. **Seller** is headed by Norman Drubner who has interest in 2 AM and 5 FM. **Buyer** is headed by Steve Allison and has interest in KZRK(FM) Dallas. KGRX is on 100.3 mhz with 90 kw and antenna 2,047 feet above average terrain.

**WLEC(AM)-WCPZ(FM) Sandusky, Ohio (Cleveland)** □ Sold by Signal One Communications Inc. to Erie Broadcasting for \$1.5 million. **Seller** is headed by Kim E. Colebrook and recently sold WADC(AM)-WMGP(FM) Parkersburg, W.Va. **Buyer** is headed by James T. Embrescia and Martin H. Elrad, who are shareholders of Canton-Akron Radio Inc., license of WINW(AM)-WRQK(FM) Canton, Ohio. Thomas Embrescia,

## Done and just begun

Chase Enterprises closed deals for the purchase of WATL(TV) Atlanta, WXIN(TV) Indianapolis and 40% of WTOP(AM)-WASH(FM) Washington from Outlet Communications. It paid \$120 million, \$84 million of which will pay off existing bank debt while another \$10 million will satisfy existing obligations of the stations. Chase owns 40% of WTOP(AM)-WASH(FM) with the remainder owned by the Sheet Metal Workers National Pension Fund, which is headed by Edward J. Carrough. Outlet is headed by David E. Henderson and owns WCMH-TV Columbus, Ohio, and WJAR(TV) Providence, R.I.

Chase also closed a deal with Business Man's Assurance Corp. for KDVR(TV) Denver for \$12.4 million. BMA expects an after-tax profit of \$4.5 million-\$5 million. BMA Corp. is headed by W. Thomas Grant II and sold KTXL(TV) Sacramento, Calif., to Renaissance Communications Corp. for 56 million. Chase is headed by Roger M. Freedman and owns WTIC-AM-FM-TV Hartford, Conn.; WPTY(TV) Memphis; WKBO(AM)-WGLO(FM) St. Louis, and WSTC(AM)-WJAZ(FM) Stamford, Conn.

Empire Radio Partners will be represented by The Mahlman Co. as well as Frank Boyle & Co. in its sale of WGY-AM-FM Albany-Schenectady, N.Y.; WFBG-AM-FM Altoona, Pa., and WJYY(FM) Concord and WRGI(FM) Hillsboro, both New Hampshire.

brother of James, has interest in Toledo Television Ltd., licensee of WUPW(TV) Toledo, Ohio, and is 33.5% shareholder of Independent Group Inc., which has interest in licensee of WWWF(AM)-WDOK(FM) Cleveland, Ohio. WLEC is on 140 khz with 1 kw day, 250 watts night. WCPZ is on 102.7 mhz with 10 kw and antenna 120 feet above average terrain.

**WRUP(FM) Marquette, Mich.** □ Sold by WRUP Ltd. to Vista Point Inc. for \$445,000. **Seller** is headed by E. Nicholas and Marilyn Bridges, husband and wife, and has no other broadcast interests. **Buyer** is headed by William J. Young and Kris Erik Stevens. Young is Los Angeles based realtor. Stevens is head of Kris Stevens Enterprises, is commercial voice talent and ra-

## NAB CONVENTION HEADQUARTERS

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dio programing syndicator. WRUP is on 103.3 mhz with 100 kw and antenna 544 feet above average terrain.

**TV CP Omaha, Neb.** □ Sold by Mid-America Broadcasting Inc. to Pappas Telecasting of the Midlands for \$350,000. **Seller** is headed by Larry D. Hudson, who is communications entrepreneur with cable holdings in New Zealand and cellular phone license in Iowa. **Buyer** is

headed by Harry J. Pappas, and owns KPTM(TV) Omaha and KMPH(TV) Visalia, Calif., and holds CP for WHST(TV) Greenwood, S.C. CP is for ch. 15 with 5,000 kw vis., antenna 544 feet above average terrain.

#### CABLE

**Systems serving Lincolnton and Sanford, N.C.; Gardendale, Ala., and LaGrange, Tex.** □

Sold by Insight Communications Co. to Gencom Cable Associates for undisclosed price. **Seller** is headed by Michael S. Wilner and Sydney R. Knafel, and is 33% owned by MSO Continental Cablevision, which is headed by Amos B. Hostetter. Continental has two million subscribers. **Buyer** is headed by Howard Wood and Jerry Kent. Systems pass 130,000 homes homes and serves 7,000 basic subscribers.

## Technology

### Broadcasters give an ear to digital audio

#### Seminar on digital radio examines promise of higher quality AM and FM sound with elimination of adjacent channel interference and echoes

Broadcasting of digital radio signals, with audio quality equivalent to compact disks, has been a matter of technical discussion in the U.S., but not for serious investment. But work that is now being done in Europe on a system that could provide a digital audio broadcasting (DAB) service by either terrestrial transmitters or satellite is beginning to give the technology a higher profile in this country.

The DAB system promises to deliver very high quality audio and at the same time change the way that radio signals are allotted. Depending on the amount of spectrum that can be set aside for the service, all of the current AM and FM stations could be given licenses to broadcast the new service and co-exist with national satellite-delivered DAB services. Ills that plague the analog band, including adjacent-channel interference and multipath echoes, say DAB proponents, would be effectively cured.

"Over the past four years, all we ever seem to have heard about is HD television.... We hear nothing about radio, which I think is very strange," said Robert A. Mazer, a Washington-based communications attorney with Nixon, Hargrave, Devans & Doyle, a firm representing Voice of America and several other clients in the radio broadcast, satellite and other indus-

tries that could potentially profit by the coming of a digital radio distribution service. The firm sponsored a seminar in Washington last Wednesday (March 28) to examine digital radio issues.

Some technical analysis of digital radio transmission by satellite that has been done in the U.S. through a project co-sponsored by NASA and VOA was described during the meeting. There are also plans by General Instrument Corp., New York, to launch a digital audio cable service this summer. But for terrestrial as well as satellite distribution, Europe seems to have developed the most advanced system to date.

(Japanese engineers have taken part in international standardization meetings concerning digital audio and have proposed an algorithm, Mazer said. No Japanese system has ever been announced, but it is rumored that Sony and Matsushita are both involved in digital radio development.)

Radio is still an important medium, with about 80% of the U.S. population listening every day, Mazer said. But with the exception of the introduction of FM, the technical basics of radio broadcasting have changed little since the first AM stations went on the air, he said. FM in the 1960's was considered to provide the best audio available, equal in quality to the LP records that were just beginning to hit the market.

Today, the public's perception of FM is lower as the band has become more crowded and over-modulation by many stations has increased interference. Mazer said. At

the same time, compact disks have dramatically raised consumer expectations. "My view is that there is going to have to be a giant leap forward...for terrestrial broadcasters. I think [digital audio is] the answer they're going to have to go to," Mazer said.

North American broadcasters invited to speak at the seminar agreed with Mazer's assessment. "The FM spectrum is fully utilized in most metropolitan areas" in Canada, said Francois Conway, a staff member in the strategic engineering department of the Canadian Broadcasting Corp. "Most radio broadcasters are now aware that the quality of FM stereo broadcasting has been surpassed by consumer audio equipment," he said.

DAB "will allow the consumer to win," said Paul Donahue, vice president, engineering, for Gannett Co.'s radio division. "We have a public trust. We are allowed to make a profit by delivering a product to the public that is deemed essential. I think we let them down by not considering" technologies like DAB, he said.

Three representatives of the European DAB system, en route to Atlanta, where a baseband demonstration has been planned for the National Association of Broadcasters convention (BROADCASTING, Feb. 5), appeared at the Washington seminar: Daniel Pommier, deputy director of France's government-funded research lab, CCETT (and who is credited as the chief inventor of the DAB system); Egon Meier-Engelen, managing director of the Eureka 147 (DAB) project, and Christoph Dosch, chairman of the European Broadcasting Union's (EBU) subgroup on satellite broadcasting and an engineer with IRT, a lab funded by the West German government.

The digital radio project began as a plan to develop a satellite system begun by EBU in 1978, Meier-Engelen said. In 1987, the focus broadened to include a terrestrial system when Eureka formed its project 147 in cooperation with EBU. Eureka is a consortium of European research labs and manufacturing companies that work together on communications electronics development. Several organizations from Germany and a few from France, Britain and the Netherlands are taking part in Eureka 147. Among them are the BBC, Philips, IRT and CCETT. A total of \$47 million has been

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budgeted for the completion of the DAB project.

The consortium has developed a digital compression system to provide for the delivery of 12-16 signals over a 4 mhz block of spectrum. Psychoacoustical analysis was used in the bit-rate reduction scheme that eliminates imperceptible parts of the audio. "It doesn't matter to the ear whether we send it or not," Meier-Engelen said.

On the receiver end, the key feature is that it will be picked up not only on fixed home radios, but on car radios as well. FM stations do not tend to have wide coverage areas and fade out quickly when traveling by car. However, the system must be broadcast within 500 mhz and 2 ghz to retain its mobility. Broadcasting over 2 ghz would require constant adjustments of the car antenna. Meier-Engelen said that Eureka also foresees offering recording of the DAB signals on digital audio tape machines and on recordable optical disks, even in automobiles.

"The most astonishing part of the system," Dosch said, will be that multipath echoes do not degrade the audio quality; instead, the DAB system is designed to exploit them. Reflected signals add to the signal strength through the digital error correction circuitry built into the receivers.

In some areas, in fact, it will be preferable to create echoes. Pommier said that one component of the DAB system will be the "gap fillers," a series of small amplifiers that could be placed in areas where the satellite or terrestrial DAB signal is weak or shielded. If a car were traveling through a tunnel, for example, the gap filler would receive the signal outside the tunnel and retransmit it at very low power, providing seamless audio to the listener. If the amplifiers create echoes and short-term delays in relation to the main signal, the late signals will only serve to enhance the sound. "The feasibility of the gap filling technique has been proven" in a number of trials performed in France, Pommier said.

DAB "will become a reality, provided we get the frequency allocations needed," Dosch said. The agenda of the 1992 World Administrative Radio Conference (WARC) in Spain includes consideration of establishing a world DAB satellite band. However, requests to set aside a portion of the spectrum for terrestrial transmission were not placed on the agenda. From Europe's point of view, however, this will not be a grave problem, Dosch said. Local terrestrial and wide-area satellite channels can co-exist side by side in the same band because DAB is immune to adjacent-channel interference, he said. It is estimated that about 100 mhz will be needed to provide a mixture of satellite and terrestrial services to cover Europe.

The North American perspective, CBC's Conway said, will be similar to Europe's if it decides to implement DAB, but with more attention paid to terrestrial delivery. "DAB service could replace the current AM and FM radio services. Existing local radio stations could convert to DAB and simulcast on AM and FM until receiver penetration is sufficient to abandon the ana-

log service," he said. Conway predicted that DAB signals may be available in North America between 1995 and 2000.

The Canadian Advanced Broadcast Systems Committee is planning a series of DAB tests and demonstrations in Canada this summer with equipment to be provided by Eureka 147. "We want to raise the awareness level of the broadcasting industry, the regulators and the public to digital broadcasting. We feel this is a very important objective as a first step toward the new service," Conway said. From May 1 to June 8, lab and field tests of the equipment are scheduled to be done in Ottawa, with demonstrations for the public and the

government to follow there from June 9-24. Two-week demonstrations will then be held in Toronto, Montreal and Vancouver in July and August. A final round of subjective tests will be held in Vancouver, Aug. 10-18, before the equipment is returned to Europe.

According to last week's session moderator, Gene Mater, a former CBS executive now with the management consulting firm of John Adams Associates, there have been inquiries into the possibility of organizing an over-the-air demonstration of the equipment in either New York or Washington before it goes back to Europe in August. —RMS



## NCTA and public television agree on must carry

**NAB opposes push for standalone must carry law; deal calls for higher minimum stations carried than did last FCC rule; NAPTTS says real impact on cable is minimal**

The public television and cable industries last week finalized a separate agreement on cable carriage of noncommercial TV services that they will recommend Congress write into a standalone law—a strategy that National Association of Broadcasters chief lobbyist Jim May called "a thinly veiled attempt [by cable] to drive a wedge between public and commercial broadcasters."

Hammered out by National Cable Television Association President Jim Mooney and National Association of Public Television Stations President David Brugger, the agreement calls for cable systems to continue carrying all the local noncommercial educational public stations they currently carry.

And, when contrasted with the most recent FCC must carry rule—requiring that

systems carry at least one but no more than two stations (that rule was struck down by a federal appeals court in 1987)—the agreement actually raises the number of stations cable systems would be required to carry, based on each system's channel capacity and on the existence of "nonduplicative programming."

According to Brugger, however, NAPTTS data on current station schedules and on cable carriage of public stations documents the fact that "the impact on cable would not be as great as had been perceived." The associations project, for example, that 83% of cable systems across the nation would be required to carry no more than one public channel—a figure similar to the current carriage picture.

Under the agreement, systems with 12 or fewer channels could be required to carry one noncommercial station. Systems with 36 or fewer channels would be required to carry up to three local public stations. And systems with more than 36 channels would have to carry no more than three local public stations, unless additional noncommer-

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NAPT's David Brugger

cial stations offer nonduplicative programming or unless the system already carries more than three public television stations.

Under previous must carry rules, noted a joint NCTA-NAPTS release, "no cable system was required to carry more than two public broadcasting signals," and "systems with 54 or fewer channels had to carry only one public television signal."

The carriage agreement also defines a "local" station as one within 50 miles of a cable system's "principal headend, if it casts a grade-B contour over that head-

dend."

But outside of stipulating that public television services would remain on cable's basic tier, the agreement declines to address channel positioning, "in deference to the request of [Senate Communications Subcommittee Chairman] Daniel Inouye [D-Hawaii] that the FCC be allowed to take the issue under advisement," the two associations said in a prepared statement.

Said Mooney in that statement: "From the outset, it's been the intention of both our industries to put in place a pure and simple must carry rule, and through good-faith negotiations, we have reached a workable compromise guaranteeing that this important form of television will remain an integral part of cable's basic programming package."

According to Brugger: "We were dealing with misperceptions" about the potential impact of the agreement, and "one of them was that public television is two to three hours of prime time and *Sesame Street*." NAPTS documented, Brugger said, that "a look at 18 hours a day showed a lot of differentiation" among stations' schedules, and that therefore, in many cases, asking a system to carry multiple public TV stations was not tantamount to asking the system to duplicate services.

"We believe this agreement satisfies our long-term interest in guaranteed access in ways an 'if carry/must pay' pro-

posal would not," said Brugger, referring to the NAB's proposal to give the FCC authority to determine the fee a cable system should pay for retransmitting local signals.

Senator Inouye plans to introduce if carry/must pay as a separate bill. But, according to Brugger, "for all others [broadcasters], the basis of [carriage] agreement is dollars; for us that was never the case. "This agreement reinforces the principle that the public should have unfettered access to all their public television services," he said.

As for lobbying strategy, NAPTS Vice President Ric Grefe said that pushing for a standalone bill stands the best chance of success but does not preclude working toward inclusion of the recommendation in a larger cable bill. Both Senate and House staff members "have been apprised all along" of the standalone approach, said NAPTS spokeswoman Nancy Neubauer, "and we haven't heard any opposition."

Although NAB thinks attaching the NAPTS-NCTA agreement to the Senate Commerce Committee's staff draft on cable reregulation would be "just dandy," according to NAB's May, the association will oppose moving a standalone must carry bill for noncommercial stations only. Moving a standalone bill, he said, would be "a thinly veiled attempt [by cable] to drive a wedge between public and commercial broadcasters." Such a proposal, May said, is "not a realistic approach."

But, said NCTA spokesman John Wolfe, the standalone approach is based on the fact that "a lot of support for must carry on the Hill" is short circuited "when channel positioning and must pay are introduced. I would call [the NAPTS-NCTA agreement] an unveiled attempt to get in place a must carry law. "This has nothing to do with commercial broadcasters, period."

-PDL

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## CAB conference gets under way in New York

**Ninth annual gathering  
addresses expected \$4 billion  
in cable advertising in 1994**

The Cabletelevision Advertising Bureau's ninth annual conference is being held this week, April 1-3, at New York's Marriott Marquis hotel. This year's theme, "\$4 Billion on the Horizon," refers to the expected amount of cable advertising in 1994, which would double last year's numbers. According to a CAB spokesman, the number of registrants is expected to climb beyond last year's total of 1,700 industry professionals.

Panel sessions and workshops will be held throughout today (April 2) and tomorrow. There will also be a programming



fair from 5 p.m.-7 p.m. on Monday and 4:30 p.m.-7 p.m. on Tuesday. Thirty-one cable networks will participate in the fair: A&E, BET, CNBC, CNN, The Comedy Channel, The Discovery Channel, ESPN, The Family Channel, FNN, Galavision, HA!, Headline News, The Learning Channel, Lifetime, Movietime, MSG, MTV, Nickelodeon, Nick-at-Nite, Nostalgia, Prevue Guide, Prime Network, Sports News Network, Sportschannel America, superstation WTBS(TV) Atlanta, The Nashville Network, Turner Network Television, The Travel Channel, USA Network, VH-1 and The Weather Channel.

Monday's general session begins at 8:30 a.m., with welcoming remarks from Fred Vierra, president and chief operating officer, United Artists Entertainment, and chairman, CAB. Following this, sessions will be held under three "track" headings: "Management Strategies That Build for the Future," "Selling to Larger Advertisers and Agencies" and "Retailers Tell All." The eighth annual CAB awards luncheon will also be held Monday at noon.

Tuesday morning's keynote session begins at 9 a.m., and is entitled "Understanding the Forces Shaping Cable in the 1990's." Robert Alter, CAB president and chief executive officer, will deliver the welcoming remarks. Participating in the session will be Stewart Blair, chairman and chief executive officer, UA Entertainment; Thomas Burchill, president and chief executive officer, Lifetime; Michael Drexler, senior vice president, national media director, Bozell; Marvin Koslow, senior vice president, marketing services, Bristol-Myers Squibb; James Mooney, president of the National Cable Television Association, and Dennis McAlpine, senior vice president, Oppenheimer & Co.

Tuesday will also feature three concurrent morning and afternoon sessions, a luncheon speech from Louis Hagopian, chairman emeritus, NW Ayer, and vice chairman, Partnership for a Drug-Free America; 10 management sales roundtables, and a national cable administration workshop.

"Cable advertising totals hit \$2 billion in 1989," according to Alter. "About a billion-and-a-half of that was national network, with the balance in local and regional spots. In 1990, we're projecting totals to be about \$2.4 billion, of which about \$1.7 billion will be network, with the balance local. We seem to be growing along at a rate of between 20%-30% overall," Alter said, adding: "The growth pattern is there and it seems pretty healthy."

A combination of factors is responsible for cable's growth over the years, said Alter, including cable penetration, increased audiences, and the quality of programming. "The quantity and quality of cable programming has increased to the point where it's getting a tremendous amount of respect from advertisers now," Alter said. —RG

## April is cable month

**Original shows and promotional efforts, including national sponsorship of Pizza Hut, highlight National Cable Month**

This week marks the start of the fourth annual National Cable Month, co-sponsored by the National Academy of Cable Programming and the National Cable Television Association. "TV You've Gotta See" is the theme of this year's event, which features a variety of original programming and promotional efforts touting the benefits

of cable television.

Approximately 60 cable networks will be showcased during the month, representing a joint promotional effort worth \$7 million in print and video advertising. In addition, local and regional cable co-ops' and operators' promotional contributions during the month are estimated to be in the area of \$20 million. Last year, approximately 1,800 cable systems participated in National Cable Month, and more are expected this year.

As previously announced, National Cable Month has, for the first time, a national

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sponsor: Pizza Hut. The food chain has produced a 30-second spot featuring a product promotion and National Cable Month. Pizza Hut will buy space on seven cable networks, and the 18 cable networks given individual nights to feature their programming (as opposed to sharing nights with other services) will cablecast Pizza Hut's 30-second spot between April 3 and April 30. Pizza Hut will also be included in the generic NCM spot to be seen on all the cable networks.

Cabledata will produce 12 million bill stuffers, with discount coupons redeemable at Pizza Hut, to be inserted into cable subscribers' bills. Pizza Hut will also feature the NCM calendar on 20 million placemats in restaurants around the U.S.

The goals of National Cable Month, according to Fred Vierra, president and chief operating officer, United Artists Entertainment, are to increase awareness, viewership, trial and customer satisfaction. Among the original programs to be seen during the month, Vierra said at a luncheon sponsored by the National Academy of Television Arts and Sciences, is *Not A Penny More, Not A Penny Less*, USA Network's first mini-series, starring Ed Asner and Ed Begley Jr.

Other shows include Turner Network Television's original telefilm *The Rose and the Jackal*, the season premiere of *The Days and Nights of Molly Dodd* on Lifetime, and American Movie Classics' original documentary *Celluloid Champs*. The

Weather Channel, HBO, superstation WTBS(TV) Atlanta, VH-1 and The Discovery Channel will cablecast specials relating to Earth Day, April 22.

"There are two television universes today," said Robert Alter, Cabletelevision Advertising Bureau president and chief executive officer, "cable and noncable, with cable the larger." He said that 53 million homes now subscribe to cable, three times the number at the beginning of the 1980's.

"National Cable Month has focused cable operators' attention on the importance of audience promotion," Alter said, and has shown them the benefits that can accrue 12 months a year. "Cable operators have much more confidence in their business and in cable programming," said Alter. —RG

## Datebook

Continued from page 30.

sponsored by *Telecommunications Reports*. Washington. Information: (800) 822-6338.

**April 27—NATPE Educational Foundation's** fourth annual regional seminar, "Meeting the New Competition for Our Audience," Westin Peachtree hotel, Atlanta. Information: (213) 282-8801.

**April 27-28—Nebraska AP Broadcasters Association** convention, including annual awards dinner. Interstate Holiday Inn, Grand Island, Neb. Information: (402) 341-4963.

**April 27-29—Federal Communications Bar Association** annual seminar. Kingsmill Resort, Williamsburg, Va. Information: Jean Kiddoo, (202) 944-4834.

**April 27-29—Radio Advertising Bureau** sales university, designed for salespeople with fewer than two years' sales experience. Orlando, Fla. Information: (212) 254-4800.

### May

**May 1—Deadline** for entries in fifth annual "Service to Children Television Awards," sponsored by *National Association of Broadcasters*. Information: (202) 429-5350.

**May 2—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 758-7050.

**May 3-4—National Association of Telecommunications Officers and Advisors** regional telecommunications conference. Theme: "Telecommunications: Decade of Impact." Loews Annapolis hotel, Annapolis, Md. Information: (202) 626-3170.

**May 4—"AM Only Day,"** sponsored by *Georgia Association of Broadcasters*. Macon College auditorium, Macon, Ga. Information: (404) 993-2200.

**May 4—Sigma Delta Chi** awards conference featuring "How I Did It" seminars from award winners. Westin Williams Center, Tulsa, Okla. Information: (312) 922-7424.

**May 7-9—Women in Cable and Denver University** cable management program, "Marketing Policy and Strategy." Marriott Marquis, New York. Information: Nancy Ring, (312) 661-1700.

**May 7-9—Media strategy seminar** sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**May 8—Federal Communications Bar Association**

luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

**May 8—Society of Cable Television Engineers, Chattahoochee chapter**, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

**May 9—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speakers: Jack Fentress, VP-director of programming, Petry National Television, and John Von Soosten, VP-director of programming, Katz Television Group, on "The Rep Rap—Two Views on the Upcoming Syndication Season and the Programming Marketplace in General." Copacabana, New York. Information: (212) 768-7050.

**May 10-11—C-SPAN "Capitol Experience"** seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

**May 11—Deadline** for comments to *National Telecommunications and Information Administration* on the globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

**May 13-15—New Jersey Broadcasters Association** 44th annual convention. Bally's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

**May 14—New Hampshire Association of Broadcasters** sales seminar. Sheraton Wayfarer Inn, Bedford, N.H.

**May 15—International Radio and Television Society** annual meeting and Broadcaster of the Year Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

**May 15—Fourth annual Cable Day**, sponsored by *Women in Cable, Chicago chapter*. Sheraton hotel, Rosemont, Ill. Information: (312) 693-9700.

**May 16—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: David Poltrack, senior VP-planning and research, CBS/Broadcast Group, on "Will Reality-Based Programming Take Over Prime Time? A Look Back at the 1989-90 Television Season and a Look Forward to Next Season." Copacabana, New York. Information: (212) 768-7050.

**May 17—Radio Advertising Bureau** regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, espe-

cially newspapers." Pittsburgh. Information: (212) 254-4800.

**May 17-20—American Women in Radio and Television** 39th annual convention. Theme: "Media Power in the '90s." Capital Hilton, Washington

**May 18-20—Radio Advertising Bureau** sales university, designed for salespeople with fewer than two years' sales experience. Richmond. Information: (212) 254-4800.

**May 19—Presentation** of 42nd annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

**May 19—Radio general managers roundtable** for small and medium markets, sponsored by *National Association of Broadcasters*. Crescent hotel, Phoenix. Information: (202) 429-5420.

**May 19-22—CBS-TV** annual affiliates meeting. Century Plaza, Los Angeles.

**May 20-23—National Cable Television Association** annual convention. Atlanta Convention Center, Atlanta.

**May 20-25—"Teaching Fellowship in Broadcast Journalism,"** seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

**May 21—Entertainment and Sports Conference**, sponsored by *Foundation for Accounting Education*, for "accountants, financial officers, industry executives and attorneys involved in entertainment and sports industries." Keynote speaker: Seth Abraham, senior VP, HBO, on TV sports rights. Grand Hyatt hotel, New York. Information: (212) 973-8383.

**May 21-24—Tenth Nebraska Videodisk Symposium, "A Decade of Development,"** sponsored by *Nebraska Videodisk Design/Production Group, University of Nebraska-Lincoln* and *KUON-TV*. Nebraska Center for Continuing Education and Cornhusker hotel and conference center, Lincoln, Neb. Information: (402) 472-3611.

**May 22-23—Luxembourg Media Summit**, trans-Atlantic dialogue on financial, economic and policy aspects of television and radio, designed for broadcasters, program producers, bankers and advertisers. European Center, Kirchberg, Luxembourg. Information: (352) 45-84-73.

**May 24—Deadline** for reply comments to *National Telecommunications and Information Administration* on the domestic telecommunications infrastructure. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

**May 25—Deadline** for entries for syndicated pro-



grams in 42nd annual Prime Time Emmy Awards sponsored by *Academy of Television Arts and Sciences*. Information: (818) 953-7575.

**May 28-June 2**—American Film and Video Festival, sponsored by *American Film and Video Association*. San Francisco. Information: (312) 484-4000.

■ **May 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, senior VP-ABC Television Network, and Jack Reilly, executive producer, *Good Morning America*, on "Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

**May 31**—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition, honoring 10 local radio stations for outstanding contributions to community service. Information: (202) 429-5420.

## June

**June 1**—Deadline for nominations for Business Enterprise Awards, sponsored by *Business Enterprise Trust*, designed to "throw spotlight on those who think long term and demonstrate courage, integrity and social vision in business." Information: (415) 321-5100.

**June 3-6**—*NBC-TV* annual affiliates meeting. J.W. Marriott, Washington.

**June 3-6**—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Ocean City, Md. Information: (301) 266-9111.

**June 3-6**—*Canadian Cable Television Association* 33rd annual convention and "Cablexpo." Theme: "Bringing It All Home." Edmonton Convention Center, Edmonton, Alberta, Canada. Information: (613) 232-2631.

**June 3-9**—11th *Banff Television Festival*, international competition; conference of producers, broadcasters, directors and writers, and co-production marketplace. Banff, Alberta, Canada. Information: (403) 762-3060.

**June 3-15**—*Annenberg Washington Program* sixth annual faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

**June 4**—Deadline for nominations for Hugh Hefner First Amendment Awards, designed to "educate the public about First Amendment issues and to honor individuals who have made significant contributions to enhance and protect First Amendment rights for Americans, sponsored by *Playboy Foundation*. Information: (312) 751-8000.

**June 5**—*Radio Advertising Bureau/Association of National Advertisers* Radio Day workshop. Plaza hotel, New York. Information: (212) 695-5950.

**June 6-8**—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

**June 7-9**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Driskill hotel, Austin, Tex. Information: (202) 626-3170.

**June 7-10**—*National Association of Radio Talk Show Hosts* second annual conference. Contemporary hotel, Disney World Resort, Orlando, Fla. Information: (617) 247-3627.

**June 8**—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, Capcities/ABC. Plaza hotel, New York. Information: (212) 836-3050.

**June 8-9**—*NBC-TV affiliate promotion directors* conference. Bally's, Las Vegas.

**June 8-9**—Seventh annual *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals, sponsored by *Society of Pro-*

*fessional Journalists*. Speakers: Jim Snyder, vice president-news, Post-Newsweek Stations; Deborah Norville, co-host, NBC's *Today*, and David Gelber, producer, CBS's *60 Minutes*. NBC Tower, Chicago. Information: Deborah Colky, (312) 922-7424.

**June 9-12**—*American Advertising Federation* national advertising conference, including national ADDY awards presentation (June 10, Kiel Auditorium, St. Louis). Marriott Pavilion, St. Louis. Information: (202) 898-0089.

**June 9-15**—*Notre Dame Executive Management Development Seminar* exclusively for radio station owners, general managers and sales managers. South Bend, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

**June 10-13**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference, including presentation of Gold Medallion Awards. Bally's, Las Vegas.

**June 10-14**—*Radio Advertising Bureau* management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

**June 11**—Broadcasting/Cable Interface IV, telecommunications policy seminar sponsored by *BROADCASTING* magazine and *Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

**June 11-13**—*New York Festivals*, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 11-14**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 11-14**—Second management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association and University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

**June 14-16**—"Fundamentals of Cable Accounting and Budgeting," cable management program sponsored by *Women in Cable and Denver University*. University of Denver campus, Denver. Information: Nancy Ring, (312) 661-1700.

**June 14-17**—*Missouri Broadcasters Association* annual spring meeting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

**June 15**—*Women in Communications, Washington chapter*, Matrix luncheon. Capital Hilton hotel, Washington. Information: (202) 998-8431.

**June 15-16**—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

**June 17-22**—"Broadcast: Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

**June 19-22**—*National Association of Broadcasters* summer board meeting. NAB, Washington.

**June 20**—"Tape restoration and preservation," speech by John Metarrazzo of Agfa-Gevalt to *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

**June 20-22**—Advanced seminar for European radio broadcasters in management and programming, "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*. Heidelberg, West Germany. Information: (213) 850-1003.

**June 20-24**—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

**June 21-22**—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to

carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

**June 21-24**—20th conference on broadcast meteorology, sponsored by *American Meteorological Society*. Clarion Harvest House, Boulder, Colo. Information: (617) 227-2425.

**June 21-24**—*North Carolina Association of Broadcasters* summer meeting. Elbow Beach hotel, Bermuda. Information: (919) 821-7300.

**June 22**—Deadline for comments to *National Telecommunications and Information Administration* on globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

**June 23**—Non-televised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Los Angeles, Calif. Information: (818) 763-2975.

**June 25-29**—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp., and Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

**June 28**—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: (818) 763-2975.

**June 28-July 1**—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

## July

**July 11**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

**July 12**—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Hartford, Conn. Information: (212) 254-4800.

■ **July 12-15**—*Upper Midwest Communications Conclave*. Radisson Hotel South, Minneapolis. Information: (612) 927-4487.

**July 13-15**—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Buffalo, N.Y. Information: (212) 254-4800.

**July 14-17**—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

**July 15-18**—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

**July 15-18**—*New York State Broadcasters Association* 29th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

**July 19-21**—*Colorado Broadcasters Association* 41st annual summer convention. Manor Vail, Vail, Colo.

**July 24-26**—*Florida Cable Television Association* annual convention. Sheraton Bonaventure, Fort Lauderdale, Fla.

**July 25**—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Chicago. Information: (212) 254-4800.

**July 26—Radio Advertising Bureau** regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Kansas City. Information: (212) 254-4800.

**July 26-28—Louisiana Association of Broadcasters** radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

**July 27-29—Radio Advertising Bureau** sales university, designed for salespeople with fewer than two years sales experience. Milwaukee. Information: (212) 254-4800.

**July 29-Aug. 1—New England Cable Television Association** annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

## August

**Aug. 1-5—National Association of Black Jour-**

**nalists** 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

**Aug. 2-4—Michigan Association of Broadcasters** annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

**Aug. 11-14—Georgia Association of Broadcasters** annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

**Aug. 12-14—North Carolina CATV Association and South Carolina Cable Association** joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

**Aug. 12-14—Arkansas Broadcasters Association** annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

**Aug. 16—Radio Advertising Bureau** regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Portland, Ore. Information:

(212) 254-4800.

**Aug. 17-19—Radio Advertising Bureau** sales university, designed for salespeople with fewer than two years sales experience. San Diego. Information: (212) 254-4800.

**Aug. 23-25—West Virginia Broadcasters Association** 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

**Aug. 26-28—Nebraska Broadcasters Association** annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

**Aug. 26-31—"Ethics in Broadcast News,"** seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

## September

**Sept. 9-13—National Association of Telecommunications Officers and Advisors** tenth annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

# Where Things Stand

"Where Things Stand" continues from page 37.  
Fox.

Other network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. At March 16, 1989, meeting, FCC rid its books of two-year limit on term of affiliation agreements between networks and stations. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

## Public Broadcasting

■ CPB request for appropriation of \$285 million operating funds and \$66.94 million satellite replacement funds authorized for 1993 is pending in Senate and House; administration has recommended \$260 million operating appropriation and cut of \$20 million in satellite replacement funds. National Association of Public Television Stations said there is trend toward diversifying federal funding; because public broadcasting provides educational and public services (such as closed captioning and descriptive video for hearing and sight impaired citizens), money over and above CPB appropriations could reach public broadcasters through Rural Development Act (including Rural Star Schools project), Environmental Education Act and Disabled Americans Act, as well as literacy bill.

PBS member stations have until April 23 to vote on new PBS assessment and program pricing formula that introduces market population factor. PBS has proposed \$123 million fiscal year 1991 budget (beginning Oct. 1, 1990), 13.4% increase over current budget. Proposal includes \$26.2 million (or 6.9%) increase in general assessment. About 64% (or \$1,155,000) of increase will be needed to implement restructure of national program funding and promotion. Station Program Com-

operative (SPC)—multiple round bidding market through which stations renew series—will account for nearly two-thirds of entire 1991 budget, which is scheduled for final approval in June.

Public TV restructure will consolidate largest single fund ever for national program (\$100 million) under PBS chief programing executive beginning Oct. 1, 1990. Said to better differentiate functions, restructure will give PBS authority to act quickly and give CPB new "needs assessment" information-gathering role. CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions.

Westar satellite carrying both PBS and NPR could become inoperable by early 1991. PBS announced Oct. 30, 1990, that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993, and has obtained interim capacity aboard GTE Spacenet birds. Telstar plans include heavy use of Ku-band capacity to accommodate expanded services reaching small antennas on school rooftops. NPR signed agreement in March to purchase two C-band transponders Hughes Communications Galaxy IV satellite to be launched in 1993. Deal provides interim capacity aboard Galaxy VI, scheduled for June 1990 launch.

## Syndex

FCC's new syndicated exclusivity rules went into effect Jan. 1 after U.S. Court of Appeals in Washington rejected cable operators' challenge of rules on constitutional grounds. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programing should be resolved by commission. And "on the record

before us," panel added, "we should uphold its resolution."

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals.

## TV Marti

■ TV Marti—designed as affiliate of Radio Marti—which broadcasts news, information and entertainment to Cuba—began 90-day test in channel 13 early in morning of March 27. But Cuban viewers awake in hours after midnight saw little of programing—sitcoms, music, baseball highlights—because Cuba turned on its channel 13 station, which resulted in interference blocking programing. Congress last year appropriated \$7.5 million in start-up funds for test of proposed service, and in April, House approved legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project has demonstrated its feasibility. TV Marti's transmitter and antenna are housed in balloon tethered 10,000 feet above Florida Keys. Cuban officials claimed victory as result of interference blocking reception of TV Marti programing.

Delegation that included broadcasters and Representative Al Swift (D-Wash. ) traveled to Havana in December to discuss mutual AM problems. Americans were left in no doubt Cubans would retaliate if TV Marti went on air. Americans expect TV Marti to be blocked—indeed, Cubans demonstrated ability to jam television signal. They also understood Cubans to have threatened increased interference with American AM stations. Cubans are continuing to threaten such retaliation if U.S. insists on operating TV Marti.



# For the Record

As compiled by BROADCASTING from March 22 through March 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

### Applications

■ WRUP(FM) Marquette, MI (BALH900216GM; 103.3 mhz; 100 kw; ant. 544 ft.)—Seeks assignment of license from WRUP Ltd. to Vista Point Inc. for \$445,000. Seller is headed by E. Nicholas and Marilyn Bridges, husband and wife, and has no other broadcast interests. Buyer is headed by William J. Young and Kris Erik Stevens, and has no other broadcast interests. Filed Feb. 16.

■ KEIN(AM)-KLFM-FM Great Falls, MT (BTC900222EC; 1310 khz; 5 kw-D, 1 kw-N; FM: BTCH900222ED; 92.9 mhz; 100 kw; ant. 450 ft.)—Seeks transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Stock includes interest in KORQ-AM-FM Abilene, KLSF(FM) Amarillo and KMND(AM)-KLSF(FM) Midland, all Texas. Seller is subsidiary of AdComm IV Inc., which is headed by Stephen M. Adams. Adams owns 73.91% of AdComm IV Inc. Remaining 26.09% is headed by Andris Baltins. AdComm IV Inc. is proposed assignee of KZTR-FM Camarillo, CA, and KZHT-FM Provo, UT. Adams owns KMBY-FM Seaside and KLAU-AM Capitola, both California, and owns 25% of WGTO-TV Sault Ste. Marie, MI. Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT. Filed Feb. 22.

■ New TV, Omaha (BAPCT900223KF; ch. 15; 5,000 kw-V; 500 kw-A; ant. 544 ft.)—Seeks assignment of license from Mid-America Broadcasting Inc. to Pappas Telecasting of the Midlands for \$350,000. Seller is headed by Larry D. Hudson and has no other broadcast interests. Buyer is headed by Harry J. Pappas, and is licensee of KMPH(TV) Visalia, CA, and KPTM(TV) Omaha, and has CP for WHST(TV) Greenwood, SC. Filed Feb. 23.

■ WERT(AM) Van Wert and WKSD(FM) Paulding, OH (AM: BAL900221EC; 1220 khz; 250 w-D; FM: BAPH900213GO; 99.7 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from SLD Inc. to Community Broadcasting Inc. for \$155,000. Seller is headed by Paul E. Cheney, Christian R. Caggiano and Charles E. Reynolds and has no other broadcast interests. Buyer is headed by Dale Profit, Ramona A. Lautzenheiser, Penelope J. Sutton and Craig A. Staley, and has no other broadcast interests. Filed Feb. 13.

■ KKBS(FM) Guymon, OK (BALH900221GJ; 92.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Panhandle Communications Inc. to MLS Communications Inc. for \$1. Seller is headed by Jerry D. Sokolosky and has no other broadcast interests. Buyer is headed by Marsha L. Strong and has no other broadcast interests. Filed Feb. 21.

■ KEZ(FM) Tigard, OR (BAP900312EA; 1040 khz; 25 kw-D)—Seeks assignment of license from Dale A. Owens to Educational Media Foundation Inc. for \$45,000. Seller is headed by Dale A. Owens, who has 51% interest in Owens Communications, licensee of KEZD(AM) Windsor, CA. Buyer is headed by K. Richard Jenki, Edward Skutley,

Thomas McCarthy, Carole Garvin and Dick Swain, and is licensee of KLVVR(FM) Santa Rosa, CA. Filed March 12.

■ WFIL(TV) Florence, SC (BAPCT900221KF; ch. 21; 5,000 kw-V; 500 kw-A; ant. 1,989 ft.)—Seeks assignment of license from Magara Communications Corp. to Tri-Star Communications for \$124,700. Seller is headed by Dorothy Aranda and has no other broadcast interests. Buyer is headed by C. Lenoir Sturkie and Paul Creel and has no other broadcast interests. Filed Feb. 21.

■ WXL-FM Rock Hill, SC (BAL900220EE; 1150 khz; 1 kw-D)—Seeks assignment of license from Tri-County Broadcasting Corp. to Parkway Communications Inc. for \$125,000. Seller is headed by Jonas R. and Doris Bridges, husband and wife, Jonas R. Bridges Jr. and Pamela B. Sardina, and has interest in Brides Broadcasting, licensee of WKMT(AM) Kings Mt., NC. Buyer is headed by Jay Shah and Ted Solomon and has no other broadcast interests. Filed Feb. 20.

■ KORQ-AM-FM Abilene, TX (AM: BTC900222EA; 1340 khz; 1 kw-U; FM: BTCH900222EB; 100.7 mhz; 100 kw; ant. 1,260 ft.)—Seeks transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Seller is headed by Stephen M. Adams (see KEIN(AM)-KLFM-FM Great Falls, MT, above). Stock includes interest in KLSF(FM) Amarillo and KMND(AM)-KLSF(FM) Midland, both Texas, and KEIN(AM)-KLFM-FM Great Falls, MT. Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT. Filed Feb. 22.

■ KLSF(FM) Amarillo, TX (BTCH900222GL; 96.9 mhz; 100 kw; ant. 668 ft.)—Seeks transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Stock includes interest in KORQ-AM-FM Abilene and KMND(AM)-KLSF(FM) Midland, both Texas, and KEIN(AM)-KLFM-FM Great Falls, MT. Seller is headed by Stephen M. Adams (see KEIN(AM)-KLFM-FM Great Falls, MT, above). Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT.

■ KXYL(AM)-KISJ(FM) Brownwood, TX (AM: BAL900216EI; 1240 khz; 1 kw; FM: BALH900216EJ; 104.1 mhz; 74 kw; ant. 400 ft.)—Seeks assignment of license from Lewellyn Communications to Central Texas Communications Inc. for \$17,000. Seller is headed by Charles Dick Harris, trustee, and has no other broadcast interests. Buyer is headed by Lynn Nabers, Mary Nabers, O.C. Jarvis and Marion Baugh and has no other broadcast interests. Filed Feb. 16.

■ KMND(AM)-KLSF(FM) Midland, TX (AM: BTC900222EE; 1510 khz; 500 w-D; FM: BTCH900222EF; 92.3 mhz; 100 kw; ant. 390 ft.)—Seeks transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Stock includes interest in KORQ-AM-FM Abilene and KLSF(FM) Amarillo, both Texas, and KEIN(AM)-KLFM-FM Great Falls, MT. Seller is headed by Stephen M. Adams (see KEIN(AM)-KLFM-

FM Great Falls, MT, above). Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT.

### Actions

■ KPBA-AM Pine Bluff, AR (BAL900108EC; 1270 khz; 5 kw-D)—Granted app. of assignment of license from Metropolitan Media Group Inc. to GGL Investments Inc. for \$55,830. Seller is headed by Carl and Carlene Jones and has no other broadcast interests. Buyer is headed by John Gutierrez, Meyer Gottesman and Lavelle Langley. Action March 15.

■ KICU-TV San Jose, CA (BALCT891222KG; ch. 36; 2735 kw-V, 273.5 kw-A; ant. 2,000 ft.)—Granted app. of assignment of license from Ralph C. Wilson Industries Inc. to KICU Inc. for \$34 million. Seller is headed by Ralph C. Wilson and has interest in KCIT(TV) Amarillo, TX, and WEVV(TV) Evansville, IN. Buyer is owned by William R. Hirshey, James H. Evers, William S. Beeman and John W. DuBois. Hirshey is vice president in Ralph C. Wilson Industries. Evers and DuBois are station manager and sales manager, respectively, of KICU-TV. Beeman is KICU-TV engineering director. Action March 15.

■ KSES(AM) Yucca Valley, CA (BAL891226ED; 1420 khz; 1 kw-D)—Granted app. of assignment of license from Lambda Broadcasting Corp. to Craig Broadcasting Corp. for \$365,000. Seller is headed by Courtney Flatau and has no other broadcast interests. Buyer is headed by Richard C. and Pearl V. Blum and has no other broadcast interests. Action March 14.

■ WDOV(AM)-WDSF(FM) Dover, DE (AM: BAL900116EG; 1410 khz; 5 kw-U; FM: BALH900116EH; 94.7 mhz; 50 kw, ant. 360 ft.)—Granted app. of assignment of license from Dover Broadcasting Inc. to Benchmark Communications for \$4 million (see "In Brief," Jan. 22). Seller is headed by Joel Hartson and Barry Dickstein who have interests in WSUB(AM)-WQGN-FM Groton, CT; WFPG-AM-FM Atlantic City, NJ; WKRS(AM)-WXLG(FM) Waukegan, IL; WTLB(AM)-WRCK(FM) Utica, NY; WBBW(AM)-WBBG(FM) Youngstown, OH; WZRT(FM) Rutland, VT, and WLAX(FM) Naples, FL. Buyer is headed by Bruce R. Sutliff and Phillip Rainwater who each have 10% interest KCVR(AM)-KWIN(FM) Lodi, CA. Action March 14.

■ WYCB-AM Washington (BAPL891213EC; 1340 khz; 1 kw-U)—Granted app. of assignment of license from Howard Sanders Communications Corp. to Broadcast Holdings Inc. for \$150,000. Seller is headed by Howard Sanders and is held by Washington Community Broadcasting Co. Buyer is headed by G. Cabell Williams III and has no other broadcast interests. Action March 8.

■ WDKC(AM) Ft. Pierce, FL (BAL900123EA; 1330 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Chaplin-Delaplane Broadcasting Inc. to Harbor Federal Savings and Loan Association for \$824,266. Seller is headed by Gwen Rowland, receiver, who has 50% interest in WITS(AM)-WCAC(FM) Sebring, FL. Buyer is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H.

## EDWIN TORNERG & COMPANY, INC.

### Negotiators

For The Purchase And Sale Of  
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011  
(202)291-8700



Fee III and Richard B. Hellstrom, and has no other broadcast interests. Action March 16.

■ WYYN(AM)-WTNT(FM) Tallahassee, FL (AM: BAL900119GQ; 1270 khz; 5 kw-U; FM: BALH900119GR; 94.9 mhz; 100 kw; ant. 849 ft.)—Granted app. of assignment of license from Palmer Communications Inc. to Arso Radio Corp. for \$2.8 million. Seller is headed by William J. Ryan and has interests in WHO-AM-TV-KLYF(FM) Des Moines, IA, and WNOG(AM)-WCVU(FM) Naples, FL. Buyer is headed by Jesus M. Soto and Carmen L. Ruiz, and is licensee of WPRM-FM San Juan and WIVA-FM Aguadilla, both Puerto Rico, and WDSR(AM)-WNFB(FM) Lake City, FL. Action March 14.

■ WSR-AM Winter Haven, FL (BAL900108EB; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Quid Me Broadcasting of Florida to William Mark Histed for \$230,000. Seller is headed by Chester M. Musialowski. Buyer has no other broadcast interests. Action March 6.

■ WGEN-AM-FM Geneseo, IL (AM: BAL900103GH; 1500 khz; 250 w-D; FM: BALH900103GI; 104.9 mhz; 3 kw, ant. 300 ft.)—Granted app. of assignment of license from Geneseo Broadcasting Co. to Coleman Broadcasting Co. for \$481,900 (see "Changing Hands," Feb. 5). Seller is headed by Joseph and Mary Lobato and has no other broadcast interests. Buyer is headed by Roger H. Coleman and Marilyn J. Coleman. Action March 1.

■ WFHN(FM) Fairhaven, MA (BALH900116EJ; 107.1 mhz; 3 kw, ant. 328 ft.)—Granted app. of assignment of license from Sage Broadcasting Corp. of Fairhaven to Dover Broadcasting Inc. for \$4 million. Seller is headed by Leonard Fassler and Jerry Poch and is subsidiary of Sage Broadcasting Corp. Sage Broadcasting Corp. is headed by Poch, Joseph A. Bauer, Gerald M. Lebow, Leonard J. Fassler and Kenny and Karen McDevitt, and has interest in WFNW(AM) Naugatuck, CT; WBSM(AM) New Bedford and WFHN(FM) Fairhaven, both Massachusetts; WKOL(AM) Amsterdam, NY; KMNS(AM)-KSEZ(FM) Sioux City, IA; WTAJ(AM)-WDBR(FM) Springfield, IL; WLVI(FM) Hartford, CT; WCDL(AM)-WSDG(FM) Carbondale, PA, and WRFB(FM) Stowe, VT. Buyer is headed by Joel Hartstone and Barry Dickstein, who have interests in WSUB(AM)-WQGN-FM Groton, CT; WFGP-AM-FM Atlantic City, NJ; WKRS(AM)-WXLG(FM) Waukegan, IL; WTLB(AM)-WRCK(FM) Utica, NY; WBBW(AM)-WBBG(FM) Youngstown, OH; WZRT(FM) Rutland, VT; and WLAZ(FM) Naples, FL. Action March 14.

■ WWIN(AM) Baltimore and WWIN(FM) Glen Burnie, both Maryland (AM: BAL891219GV; 1400 khz; 1 kw-U; FM: BALH891219GW; 25.9 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Ragan Henry to Almic Broadcasting Inc. for \$6,375,000. Seller is headed by Ragan Henry, who, through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clemens, MI; WMXB(FM) Richmond, VA; WWIN-AM-FM Baltimore and WXTR(FM) Marlow Heights, both Maryland; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOJ(FM) Conroe, TX, and WOIW(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHYY-FM Philadelphia; WHYY-TV Wilmington, DE, and WGER-FM Saginaw, MI. Henry is also purchasing WCOS-AM-FM Columbia, SC, and KCCV(AM) Independence, Mo. Buyer is headed by Catherine L. Hughes, and is also licensee of WOL(AM) Washington and WMMJ(FM) Bethesda, MD. Action March 15.

■ WHBT-AM Jackson, MI (BAL900108ED; 1510 khz; 5 kw-D)—Seeks assignment of license from Unity Broadcasting Service Inc. to Powerhouse Broadcast System Inc. for \$225,000. Seller is headed by Russell L. Mumaw, Rudolph and Georgan Barden and has no other broadcast interests. Buyer is headed by Brian D. Shapiro and Zail R. Greenbain. Action March 14.

■ WZBO-AM-FM Edenton, NC (AM: BAL900119HZ; 1260 khz; 1 kw-D; FM: BALH900119GE; 102.3 mhz; 3 kw; ant. 211 ft.)—Granted app. of assignment of license from Edenton Broadcasting Corp. to Advice Inc. for \$400,000. Seller is headed by Robert E. Lee and has no other broadcast interests. Buyer is headed by Lawrence F. and Ann Loesch, husband and wife, and has no other broadcast interests. Action March 12.

■ WGAR Cleveland, OH (BAL891222EF; 1220 khz; 50 kw-U, DA-1)—Granted app. of assignment of license from Nationwide Communication Inc. to Douglas Broadcasting Corp. for \$2 million (see "Changing Hands," Jan. 8). Seller is headed by Steve Berger and is licensee of KZZP-FM Mesa and KNST(AM) Tucson, both Arizona; KWSS(FM) Gilroy and KZAP(FM) Sacramento, both California; WBJW-AM-FM Orlando, FL; WPOC(FM) Baltimore; KITT(TV) Minneapolis; KLUC(FM) Las Vegas; KRSR(AM) North Las Vegas; WKZL(FM) Winston-Salem, NC; WNIC(FM) Columbus, OH; WATE-TV Knoxville, TN; WXEX-TV Petersburg, VA; KISW(FM) Seattle,

and WBAY(TV) Green Bay, WI. Buyer, N. John Douglas, owns KMAX(FM) Arcadia, KEST(AM) San Francisco and KHTN(FM) Placerville, all California. Action March 13.

■ WDON-FM Geneva, OH (BTCH900110GO; 104.9 mhz; 3 kw, ant. 300 ft.)—Granted app. of assignment of license from Ray-Mar Broadcasting Co. to Warren Jones for \$441,965 (see "Changing Hands," Feb. 5). Seller is headed by Donald Martin family and has no other broadcast interests. Buyer also owns WCDN-AM Chardon, OH. Action March 15.

■ WPJV Willard, OH (BAPH890517HT; 96.9 mhz; 3 kw; ant. 91 ft.)—Dismissed app. of license from Pioneer Joint Vocational School to Mansfield Christian School for no consideration. Seller is headed by Robert Richardson and John Hendricks. Buyer is headed by Roger Shaul. Action March 9.

■ KMNZ(TV) Oklahoma City (BAPCT891211KE; ch. 62; 5,000 kw-V; 500 kw-A; ant. 1,520 ft.)—Granted app. of assignment of license from Mendoza Broadcasting Ltd. to Faith Pleases God Church Corp. for no financial considerations. Sale is transfer of interests. Seller is headed by Carlos Ortiz, Bond Cosby and Richard Mendoza. Buyer is headed by Carlos Ortiz, Aracelis Ortiz, John Jacobson and Minerva Jacobson. Faith Pleases God Church Corp. is licensee of WUJA(TV) Caguas and WELU(TV) Aguadilla, both Puerto Rico, and is permittee of LPTV's W03AY and K18CA. Action March 15.

■ KZAM(AM) Springfield and KZAM Greswell, both Oregon (AM: BAL891226EA; 1320 khz; 1 kw-D; FM: BALH891226EB; 95.3 mhz; 3 kw, ant. 300 ft.)—Granted app. of assignment of license from Keffco Inc. to JED Broadcasting Co. of Oregon Ltd. for \$370,000 (see "Changing Hands," Jan. 22). Seller is headed by James Kefford, who also owns KWTR(AM)-KXBX(FM) Lake Port, KOZT-FM Fort Bragg and KRRS(AM)-KXFX(FM) Santa Rosa, all California. Buyer is headed by Jordan B. Seam, David Miller, Eric D. Alterman, Dana Manning and Harold Manning. Filed Action March 14.

■ KTDO-AM-FM Toledo, OR (AM: BAL900109EB; 1230 khz; 1 kw-U; FM: BALH900109EC; 107.1 mhz; 1.29 kw, ant. 430 ft.)—Granted app. of assignment of license from Charles A. Farmer to Agpal Broadcasting Inc. for \$600,000. Seller has interest in KCST(AM) Florence, OR. Buyer is headed by Andrew F. Harle and Cheryl L. Harle and is licensee of KTIX-AM-FM Pendleton, OR. Action March 14.

■ WKSO-FM Orangeburg, SC (BALH891221HX; 103.9 mhz; 3 kw, ant. 330 ft.)—Granted app. of assignment of license from Wilkes-Posey Broadcasting Inc. to Willis Broadcasting Corp. for \$1,075,000. Seller is headed by George Wilkes III and C.A. Posey and has no other broadcast interests. Buyer is headed by L.E. Willis Sr. and Hortense Willis, and is licensee of WIMG(AM) Ewing, NY; WBOK(AM) New Orleans; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGPS(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRG(AM) Durham, WVRN(FM) Warrenton, WGTN(AM) Wilson and WKJA(FM) Belhaven, all North Carolina; WAYE(AM) Birmingham and WSFU-FM Union Springs, both Alabama; WPZZ(FM) Franklin, IN; WWPD(FM) Marion, SC; WURD(AM) Philadelphia; WIMV(FM) Madison, FL; WGNJ(FM) Alberta, WPCF(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL, and WTJH(AM) East Point, GA. Action March 8.

■ WSNW(AM)-WBFM(FM) Seneca, SC (AM: BTC900105HE; 1150 khz; 1 kw-D; FM: BTCH900105HF; 98.1 mhz; 100 kw, ant. 500 ft.)—Granted app. of assignment of license from Blue Ridge Broadcasting Inc. to Anniston Radio Inc. for \$2 million. Seller is headed by J.A. Gallimore and has no other broadcast experience. Buyer is headed by Paul C. Stone and Charles E. Giddens. Stone is 50% stockholder of Broadcast Investment Associates Inc., licensee of WTSH(AM) Rome and WZOT(AM)-WTSH-FM Rockmart, both Georgia. Action March 12.

■ WKNL(AM) Knoxville, TN (BAP890501EA; 760 khz; 250 w-D)—Granted app. of assignment of license from Family Stations Inc. to Tennessee Broadcasting Co. for \$10,000. Seller is non-profit corp. headed by Harold Camping, and has interest in 6 AM's and 32 FM's. Buyer is headed by Mike Gliner and has no other broadcast interests. Action March 14.

■ KODA(FM) Houston (BALH900104HZ; 99.1 mhz; 100 kw; ant. 2,049 ft.)—Granted app. of assignment of license from Command Communications Inc. to Evergreen Media Corp. for \$28 million (purchase is part of deal for KRLD(FM) Dallas. Although application was granted, Command Communications has decided to keep stations. ("In Brief," March 26). Seller is headed by Carl C. Brazell and Robert F.X. Sillerman and has no other broadcast interests. Buyer is headed by Scott K. Ginsburg,

Matthew Devine and Jordan E. Ginsburg (see KRLD[AM] Dallas). Action March 12.

■ KODK(FM) Kingsville, TX (BALH900206HZ; 92.1 mhz; 3 kw; ant. 210 ft.)—Granted app. of assignment of license from Ruben Cavazos, receiver, to Jefco Enterprises Inc. for \$150,000. Seller has no other broadcast interests. Buyer is headed by George W. Marti and has no other broadcast interests. Action March 14.

■ KVLG(AM)-KBK(FM) La Grange, TX (AM: BAL891201EC; 1570 khz; 250 w-D; FM: BALPLH891201ED; 104.9 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Fayette Broadcasting Corp. to La Grange Broadcasting Co. for \$375,000. Seller is headed by Raymond G. Schindler who has interest in KIDY(TV) San Angelo and KABB(TV) San Antonio, both Texas. Buyer is headed by Roy E. Henderson and is licensee of KGLF(FM) Freeport, TX. Henderson has interest in Spanish Aural Services Co., which holds CP for new FM at South Padre Island, TX; is permittee of CP for new FM at Caldwell, TX; has interest in Hill Country Communications which holds CP for new FM at Mason, TX, and has interest in Far Eastern Telecasters, licensee of LPTV K05IL Clear Lake City, TX. Action March 14.

■ KEEP-FM Marshall, TX (BTCH900105GS; 92.3 mhz; 3 kw, ant. 328 ft.)—Granted app. of assignment of license from East Texas Stereo Inc. to East Texas Stereo Inc. for \$10,000. Sale is transfer of all majority stock to minority holder. Seller is Steve B. Carille and has interest in KCIJ(FM) North Fort Polk, KWDF(AM) Ball and KTO-C(AM) Jonesboro, all Louisiana. Buyer is A.T. Moore. Action March 12.

■ KXEB(AM) Sherman, TX (BAL900207EA; 910 khz; 1 kw-U)—Granted app. of assignment of license from Henry C. Seals, trustee, to Pesa Broadcasting Corp. for \$250,000. Seller has no other broadcast interests. Buyer is headed by Maria Aguilar, Mirella Aguilar, Carmen Hernandez, Salomon Carmona and Camerino Gonzalez, and has no other broadcast interests. Action March 16.

■ KAVU-TV Victoria, TX (BALCT891115KH; ch. 25; 933 kw-V; ant. 1,020 ft.)—Granted app. of assignment of license from PMV Inc. to W. Russell Withers Jr. for \$1,076,241. Seller is headed by David M. Gaddis and has no other broadcast interests. Buyer is licensee of WMIX-AM-FM Mount Vernon, IL; KAPE(AM)-KGMO(FM) Cape Girardeau, MO; KOKX-AM-FM Keokuk, IA; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango and KREG-TV Glenwood Springs, all Colorado, and WDTV(TV) Weston, WV. Action March 12.

■ WTKM-AM-FM Hartford, WI (AM: BAL900112HW; 1540 khz; 50 w-D; FM: BALH900112HX; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Iroquois County Broadcasting Co. to The Kettle Moiraine Broadcasting Co., for \$750,000. Seller is headed by Richard A. Martin and Donald J. Ruth and has interests in WGFA-AM-FM Watseka, Ill. Buyer is headed by Scott A. Lopas, Linda J. Lopas and Larry Lopas and has no other broadcast interests. Action March 12.

■ WDCW Sturgeon Bay, WI (BAPLH900105HU; 97.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Fellow Broadcast Service Inc. to Fleet Broadcasting Inc. for \$235,000. Seller is headed by Boyd W. Fellows and has no other broadcast interests. Buyer is headed by Timothy D. Martz and Richard J. Young and has no other broadcast interests. Action March 12.

## New Stations

### Applications

■ Attalla, AL (BPH900122NC)—T.C. Monte Inc. seeks 102.9 mhz; 3 kw; ant. 328 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence and Frank E. Wood, and has no other broadcast interests. Filed Jan. 22.

■ Attalla, AL (BPH900122ND)—Attalla Broadcasters Ltd. seeks 102.9 mhz; 1.1 kw; ant. 770 ft. Address: 3390-A McGehee Rd., Montgomery, AL 36111. Principal is headed by Maida Persons and Frank E. Holladay. Holladay owns 100% of New South Communications Inc., licensee of KJLO-AM-FM Monroe, LA, and WZHT(FM) Troy, AL. Filed Jan. 22.

■ Attalla, AL (BPH900122NL)—Etowah Broadcasting Ltd. seeks 102.9 mhz; 6 kw; ant. 328 ft. Address: 2312 32nd Ave. North, Birmingham, AL 35207. Principal is headed by Eric Grayson and has no other broadcast interests. Filed Jan. 22.

■ Attalla, AL (BPH900119MP)—Attalla Broadcasting Co. seeks 102.9 mhz; 6 kw; ant. 328 ft. Address: 32 Saddle Mountain Rd., Rome, GA 30161. Principal is headed by



Leslie E. Gradick and Steven L. Gradick. Steven L. Gradick owns 100% OF WKNG Inc., licensee of WKNG(AM) Tallapoosa, GA. Filed Jan. 19.

■ Sun City, CA (BPH900122NV)—Vineyard Communications Inc. seeks 92.9 mhz; .94 kw; ant. 492 ft. Address: 16034 Rayen St., Sepulveda, CA 91343. Filed Jan. 22.

■ Sun City, CA (BPH900122ND)—Dennis L. Martin seeks 92.9 mhz; .37 kw; ant. 744 ft. Address: 15765 Riverbend Ct., Poway, CA. 92064. Martin has no other broadcast interests. Filed Jan. 22.

■ Sun City, CA (BPH900122NE)—Sun City Broadcasting Co. seeks 92.9 mhz; 3 kw. Address: P.O. Box 6383, Glendale, CA 91203. Principal is headed by Mari-Lou Lerma-Silva, Daniel Braverman, Robin Rotschild and Michael Sirkis. Rotschild has 89% interest in WWAY(FM) Wilmington, VT. Filed Jan. 22.

■ Sun City, CA (BPH900122NG)—Sun City Wireless Ltd. seeks 92.9 mhz; 2.75 kw. Address: 14524 Maplewood St., Poway, CA 92064. Principal is headed by Rosalee E. Sell, Anasa Briggs, Claude C. Turner, John F. McGuire Jr. and Michael D. Padilla. Turner (aka Dex Allen) is 12.49% owner of Commonwealth Broadcasting of Northern California, licensee of KMZQ(FM) Henderson, NV; KRZY(AM)-KRST(FM) Albuquerque, NM; and 27.77% stockholder in Commonwealth Broadcasting of Arizona Inc., licensee of KYXI(FM) Yuma, AZ. Filed Jan. 22.

■ Sun City, CA (BPH900122NK)—Sun City Communications Ltd. seeks 92.9 mhz; 3 kw. Address: P.O. Box 8483, Sun City, CA 92380. Principal is headed by Marsha Kato-Waldroff and has no other broadcast interests. Filed Jan. 22.

■ Sun City, CA (BPH900122NO)—Sun City Communications Inc. seeks 92.9 mhz; 1.17 kw; ant. 524 ft. Address: 640 W. Lincoln Ave., Escondido, CA 92026. Principal is headed by Alan J. Rocha and Dale Cowie, and has no other broadcast interests. Filed Jan. 22.

■ Sun City, CA (BPH900122NP)—Molezion Communications Inc. seeks 92.9 mhz; 1.53 kw; ant. 43 ft. Address: 5146 Onacrest Dr., Los Angeles 90043. Principal is headed by Alecia C. Molezion and Ruby S. Molezion, and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900119MM)—Temecula Broadcasting Co. seeks 94.5 mhz; 407 kw; ant. 803 ft. Address: 27492 Dadelon Ct., Temecula, CA 92390. Principal is headed by Joseph Martin, Kathryn Martin, Derek Thomas, Julie Thomas, Barry Lattie, Julie Lattie, Melvin Cratsley and Ernestine Cratsley, and has no other broadcast interests. Filed Jan. 19.

■ Temecula, CA (BPH900119MN)—Frank K. Spain seeks 94.5 mhz; 2.088 kw; ant. 347 ft. Address: 409 S. Beach Rd., Hobe Sound, FL 33455. Spain owns 35% of capital stock of WTVW Inc., is licensee of WTVW(TV) Tupelo MS; WTVX(TV) Ft. Pierce, FL; is permittee of KZJC(TV) Flagstaff, AR. Filed Jan. 19.

■ Temecula, CA (BPH900122NF)—Avid Communications Inc. seeks 94.5 mhz; .52 kw; ant. 636 ft. Address: 906 Cardinal Ln., Redlands, CA 92374. Principal is headed by James A. Fakas, who is 100% shareholder of Sirius Communications Inc., permittee of KLUA(FM) Kailua Kona, HI. Filed Jan. 22.

■ Temecula, CA (BPH900122NM)—Temecula Broadcasters Inc. seeks 94.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 214, Hemet, CA 92343. Principal is headed by James Knudsen and Donna Landen Knudsen and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122NN)—Natalie L. Rogers seeks 94.50; 3 kw. Address: 77160 New York Ave., Palm Desert, CA 92260. Rogers has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122NQ)—Alexsii Corp. seeks 94.5 mhz; 1.35 kw; ant. 416 ft. Address: 41920 Sixth St., #3, Temecula, CA 92390. Principal is headed by Matty Hurtado and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122NR)—New Town Communications Inc. seeks 94.5 mhz; 3 kw. Address: 3133 Front St., San Diego 92103. Principal is headed by Elizabeth Yuko Yamada, Lucy Goldman and Jennifer Adams, and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122NS)—Temecula Communications seeks 94.5 mhz; 3 kw. Address: 42086 Humber Dr., Temecula, CA 92390. Principal is headed by Maria J. Moulton and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122NW)—Valley View Broadcasting Corp. seeks 94.5 mhz; 3 kw. Address: 39502 Cedarwood Dr., Murrieta, CA 92362. Principal is headed by Allan J. Stelmach, Allen Yasukochi and Allan J. Stelmach, and has no other broadcast interests. Filed Jan. 22.

■ Temecula, CA (BPH900122NY)—B&M Broadcasting Inc. seeks 94.5 mhz; 3 kw. Address: 827 W. San Marcos Blvd., San Marcos, CA 92069. Principal is headed by

Vivian Bowman and Myrtle O. Moscrip, and has no other broadcast interests. Filed Jan. 22.

■ Savannah, MO (BPH900119MQ)—Rosenauer Communications Inc. seeks 92.7 mhz; 50 kw; ant. 492 ft. Address: 708 S. 11th St., Savannah, MO 64485. Principal is headed by Janet Rosenauer. Filed Jan. 19.

■ Manahawkin, NJ (BPH900118MH)—Robert E. McAllan seeks 102.9 mhz; 3 kw; ant. 328 ft. Address: 1169 Northwood Lake, Northport, AL 35476. McAllan has no other broadcast interests. Filed Jan. 19.

■ Manahawkin, NJ (BPH900117MX)—Southern Ocean Broadcasting Corp. seeks 105.7 mhz; 25 kw; ant. 328 ft. Address: 1218 N.E. Central Ave., Seaside Park, NJ 08752. Principal is headed by Joan B. Hansen, who is 15% shareholder of Jersey Shore Broadcasting Corp., licensee of WJRZ(FM) Manahawkin, NJ. Filed Jan. 17.

■ Manahawkin, NJ (BPH900117MY)—Jersey Shore Broadcasting Corp. seeks 105.7 mhz; 15 kw; ant. 449 ft. Address: P.O. Box 100, Manahawkin, NJ 08050. Principal is subsidiary of Atlantic Broadcasting Corp., is headed by Joan B. Hansen and is licensee of WJRZ(FM). Atlantic Broadcasting Corp. is headed by Joseph J. Knox Jr., Joseph J. and Elizabeth Knox Sr., husband and wife, and Brent G. McNally. Filed Jan. 17.

■ Petersburg, NJ (BPH900118MI)—Andrew Morris seeks 102.7 mhz; 3.1 kw. Address: 101 W. 12th St. Apt. 17M, New York 10011. Morris has no other broadcast interests. Filed Jan. 18.

■ Tuckerton, NJ (BPH900117MV)—Jersey Shore Broadcasting Corp. seeks 99.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 100, Manahawkin, NJ 08050. See Manahawkin, NJ (BPH900117MY) above. Filed Jan. 17.

■ Tuckerton, NJ (BPH900117MW)—SD Communications Partners seeks 99.7 mhz; 4.65 kw. Address: 2637 N. Richmond St., Arlington, VA 22207. Principal is headed by David D. and Carolyn Oxenford Jr. and has no other broadcast interests. Filed Jan. 17.

■ Tuckerton, NJ (BPH900117MZ)—Broad Spectrum Communications Inc. seeks 99.7 mhz; 3 kw; ant. 328 ft. Address: 55 Columbia Ave., Berkeley Heights, NJ 07922. Principal is headed by Paul E. Dausman, Elizabeth F. Dausman and Arthur C. Dausman. Filed Jan. 17.

■ Jeffersonville, NY (BPH900118MJ)—Standef Broadcasting Corp. seeks 106.1 mhz; 3 kw. Address: R.R. 1,

Box 282, Swiss Hill Rd., Jeffersonville, NY 12748. Principal is headed by Edward F. Stanley, Donna M. Stanley and Jeffrey P. Stanley, and has no other broadcast interests. Filed Jan. 18.

■ Jeffersonville, NY (BPH900118MK)—Bambi Broadcasting seeks 106.1 mhz; 1.6 kw; ant. 626 ft. Address: 10 Circular Rd., Poughkeepsie, NY 12601. Principal is headed by Michael Harris and David Groth. Harris is vice president and general manager of WEOK Broadcasting Corp., licensee of WEOK(AM)-WPDH(FM) Poughkeepsie, NY. Filed Jan. 18.

■ Hubbard, OH (BPH900122NH)—Sage Broadcasting Corp. of Sioux City seeks 101.9 mhz; 3 kw; ant. 328 ft. Address: 700 Canal St., Stamford, CT 06902. Principal is headed by Jerry Poch, Richard H. McDevitt and Gerald M. Lebow, and is subsidiary of Sage Broadcasting Corp. Sage Broadcasting Corp. is headed by Poch, Josef A. Bauer, Gerald M. Lebow, Leonard J. Fassler, Kenny Karen and McDevitt, and has interest in WBSM(AM) New Bedford and WFHN(FM) Fairhaven, both Massachusetts; WKOL(AM) Amsterdam, NY; KMNS(AM)-KSEZ(FM) Sioux City, IA; WTAX(AM)-WDBR(FM) Springfield, IL; WLVI(FM) Hartford and WFNW(AM) Naugatuck, both Connecticut; WCDL(AM)-WSDG-FM Carbondale, PA, and WRFB(FM) Stowe, VT. Filed Jan. 22.

■ Hubbard, OH (BPH900122NJ)—Kathleen De Capua seeks 101.9 mhz; 3 kw; ant. 328 ft. Address: 2631 S. Hermitage Rd., West Middlesex, PA 16159. Capua is 50% shareholder of WGFT(AM) Youngstown, OH, and with her husband, Timothy, jointly owns 100% of stock of KDC Inc., licensee of WLKK(AM) Erie, PA. Filed Jan. 22.

■ Hubbard, OH (BPH900119ML)—Cereus Broadcasting Co. seeks 101.9 mhz; 1.4 kw; ant. 469 ft. Address: 835 Michigan Ave., Youngstown, OH 44504. Principal is headed by Robert W. Peterson and John T. Galanes. Galanes has interest in WAVI(FM) St. Croix, VI. Filed Jan. 19.

■ Hubbard, OH (BPH900122NU)—Robert L. McCracken and Samuel M. Shirey seek 101.9 mhz; 3; ant. 328 ft. Address: 206 Glen Moore Blvd., New Castle, PA 16105. Principals have no other broadcast interests. Filed Jan. 22.

■ Hubbard, OH (BPH900122NX)—Paul J. Dolan seeks 101.9 mhz; 3 kw; ant. 328 ft. Address: 7081 Oak St., Chagrin Falls, OH 44022. Dolan has no other broadcast

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interests. Filed Jan. 22.

## Actions

■ **Trinity, AL (BPH861215MA)**—Granted app. of Victoria Newman for 92.5 mhz; 3 kw; ant. 328 ft. Address: 2213 Burningtrees Dr., Decatur, AL 35603. Newman has no other broadcast interests. Action March 14.

■ **Claypool, AZ (BPH880711MQ)**—Granted app. of Claypool Broadcasting Co. for 105.5 mhz; 3 kw; ant. -278 ft. Address: Rt. 1, Box 25, Globe, AZ 85501. Principal is headed by Ruth Shoecraft and Willard Shoecraft, and has no other broadcast interests. Action March 1.

■ **Texarkana, AR (BPH850712SF)**—Granted app. of State Line Broadcasting for 106.3 mhz; 3 kw; ant. 328 ft. Action Feb. 15.

■ **Kawaihae, HI (BPH890504MB)**—Granted app. of Triad Broadcasting Hawaii Ltd. for 106.9 mhz; 3 kw; ant. 1,006 ft. Address: P.O. Box 58, Ooakala, HI 96774. Principal is headed by Colin H. Naito and has no other broadcast interests. Action March 6.

■ **Dwight, IL (BPH890720MC)**—Granted app. of Don H. Barden for 98.9 mhz; 3 kw; ant. 328 ft. Address: 1249 Washington Blvd., #2100, Detroit 48226. Barden has no other broadcast interests. Action March 14.

■ **Woodlawn, IL (BPH880728MY)**—Dismissed app. of Nellie Gaines for 106.9 mhz; 3 kw; ant. 328 ft. Address: 19245 Wildwood Ave., Lansing, IL 60438. Gaines has no other broadcast interests. Action March 9.

■ **Woodlawn, IL (BPH880728ND)**—Granted app. of Volunteer Broadcasting of Illinois for 106.9 mhz; 3 kw; ant. 328 ft. Address: 847 Todd Preis Dr., Nashville 37221. Principal is headed by David M. Lister and Brenda Clark, and has no other broadcast interests. Action March 9.

■ **Winterset, IA (BPH881118MB)**—Granted app. of AFM Associates for 95.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 736, Myrtle Beach, SC 29577. Principal is headed by Albert D. Ervin, David A. Rawley Jr. and P.A. Thomas Sr. Ervin is 11.85% stockholder of licensee of WYEA(AM)-WAWV(FM) Sylacauga, AL; 11.85% stockholder of licensee of WWBR-AM-FM Harrison, TN. Thomas is 35% stockholder of licensee of WOKX(AM) High Point, NC and 24.5% stockholder of licensee of WTHP-FM Thomasville, NC. Action March 7.

■ **Olathe, KS (BPH880421NB)**—Dismissed app. of East Kansas Radio Group for 92.3 mhz; 3 kw; ant. 328 ft. Address: 620 Florida, Lawrence, KS 66046. Principal is headed by Sally Blann and has no other broadcast interests. Action March 13.

■ **Kinston, NC (BPH880429MB)**—Dismissed app. of Ashley Lynn Moseley for 102.9 mhz; 3 kw; ant. 328 ft. Address: 316 Dogwood Ln., Kinston, NC 28501. Moseley has no other broadcast interests. Action March 8.

■ **Kinston, NC (BPH880429MC)**—Granted app. of Farmers Broadcasting Service Inc. for 102.9 mhz; 3 kw; ant. 328 ft. Address: 1312 W. Vernon Ave., P.O. Box 3384, Kinston, NC 28501. Principal is headed by William S. and Marie S. Page, and Jack P. Hankins, and is licensee of WELS(AM) Kinston, NC. Action March 8.

■ **Langdon, ND (BPH890518MG)**—Granted app. of Continental Broadcasting Inc. for 95.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 5, Langdon, ND 58249. Principal is headed by Dana R. King, James N. Turbes, Jay C. Schmultz and Scot J. Bornhold, and has no other broadcast interests. Action March 7.

■ **Walpole, NH (BPH881213MD)**—Dismissed app. of Walpole FM Ltd. for 96.3 mhz; 1.45 kw; ant. 459 ft. Address: 12805 Clearfield Dr., Bowie, MD 20715. Principal is headed by Jeanne-Marie Calderon and Carl W. Hurlbaush, and has no other broadcast interests. Action March 9.

■ **Walpole, NH (BPH881215MB)**—Dismissed app. of Bruce G. Danziger for 96.3 mhz; 1.3 kw; ant. 498 ft. Address: R.D. 1, Box 53 Clayton, NY 13625. Danziger has no other broadcast interests. Action March 9.

■ **Delhi, NY (BPH890221MC)**—Granted app. of Delaware County Broadcasting Corp. for 100.3 mhz; .63 kw; ant. 689 ft. Address: Route 206, Box 58, Walton, NY 13856. Principal is headed by Myra Youmans and Amos Finch, and is licensee of WDLA-AM-FM Walton, NY. Action March 13.

■ **Sarles, ND (BPH880531NA)**—Granted app. of Timothy D. Martz for 105.9 mhz; 100 kw; ant. 990 ft. Address: 187 Brookmere Dr., Fairfield, CT 06430. Martz is sole officer and 90% shareholder of Four Seasons Communications Inc., licensee of WDHP-FM Presque Isle and WFST(AM) Caribou, both Maine; is sole officer and 100% shareholder of Algoma Broadcasting Co., licensee of WYSS(FM) Sault Ste. Marie, MI. Action March 12.

■ **Lorain, OH (BPED881215MJ)**—Granted app. of The Spanish Cultural Network for 89.1 mhz; 2.2 kw; ant. 373



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ft. Address: 511 West 26 St., Lorain, OH 44052. Principal is headed by Heriberto Velazquez and Milton Velazquez, and has no other broadcast interests. Action March 2.

■ Portsmouth, OH (BPED870331PY)—Dismissed app. of Cedarville College for 88.3 mhz; 3 kw; ant. 619 ft. Address: 251 North Main St., Cedarville, OH 45314. Principal is headed by Paul Gathany and has no other broadcast interests. Action March 13.

■ Moore, OK (BPED881223MA)—Granted app. of Creative Educational Media Corp Inc. for 88.1 mhz; ant. 590 ft. Address: 11717 S. 129 E. Ave., Broken Arrow, OK 74011. Principal is headed by Gerald David Ingles, Ronald G. Zirkle and Sharon B. Ingles, and has no other broadcast interests. Action March 14.

■ Watertown, SD (BPH880428MN)—Granted app. of Lake Region Broadcasting Co. for 92.9 mhz; 100 kw; ant. 416 ft. Address: P.O. Box 1480, Watertown, SD 57201. Principal is headed by Robert E. Fishback and Harvey E. Mills, and is licensee of KSDR(AM) Watertown, SD. Action March 12.

■ Watertown, SD (BPH880428MW)—Dismissed app. of Radio Watertown Inc. for 92.9 mhz; 100 kw; ant. 980 ft. Address: P.O. Box 1654, Watertown, SD 57201. Principal is headed by Larry Baumgard, Mark A. Swendsen and Kristine Baumgard. Swendsen is 10% shareholder in Sioux Valley Broadcasting, licensee of KJJQ(AM)-KKQQ(FM) Volga, SD. Action March 12.

■ Rogersville, TN (BPH880713MJ)—Granted app. of C&S Broadcasting for 106.5 mhz; 1 kw; ant. 537 ft. Address: 2387 Warren Dr., Morristown, TN 37814. Principal is headed by R. Clark Quillen and Shelby J. Trent, and has no other broadcast interests. Action March 8.

■ Rogersville, TN (BPH880713MF)—Dismissed app. of WRGS Inc. for 106.5 mhz; .6 kw; ant. 728 ft. Address: Burem Road, Rogersville, TN 37857. Principal is headed by C. Philip Beal and Stephen M. Waller, and is licensee of WRGS(AM) Rogersville, TN. Action March 8.

■ Huntsville, TX (BPED890119MA)—Dismissed app. of Matthew Twentyeight Nineteen International Inc. for 103.5 mhz; 3 kw; ant. 328 ft. Address: 411 Susan Ln., Conroe, TX. Principal is headed by Hugh Van Eaton Jr., Kathleen Minor Eaton and Hugh Van Eaton Jr., and has no other broadcast interests. Action March 13.

## Facilities Changes

### Applications

#### AM's

■ Eureka, CA KTCB(AM) 1200 khz—March 15 application for Mod of CP (BP830502AM) to change city of license to Cottonwood, CA; increase night power to 2.5 kw, make changes in ant. system and change TL: to Mantion Rd., 19 km E. of Cottonwood, CA; 40 24 03N 122 03 09W.

■ Irvine, KY WIRV(AM) 1550 khz—Feb. 21 application for CP to change TL: 1.1 mile N. of Irvine, .3 miles E. of Hwy. 89, Irvine, KY and make changes in ant. system; 37 42 57N 83 58 29W.

■ Ann Arbor, MI WPZA(AM) 1050 khz—March 13 application resubmitted nunc pro tunc: CP to increase day power to 10 kw; change TL: to NW side of Stony Creek Rd., 0.6 km SW of intersection with McCrone Rd., 10.2 km SSE of Ann Arbor, MI and make changes in ant system; 42 08 46N 83 39 36W.

■ Monroe, MI WHND(AM) 560 khz—March 12 application for CP for experimental synchronous AM station at Birmingham, MI (using WCSX(FM)'s tower) to operate simultaneously with primary WHND facility at Monroe, MI on same frequency but with 0.015 kw-WHND/0.039 kw WCSX nighttime.

■ Marion, MS WJDQ(AM) 1240 khz—Feb. 23 application for CP to change city of license to Meridian, MS; change TL: to SW of intersection of 20th St. with 35th Ave., Meridian, MS; and make changes in ant. system; 32 22 38N 88 42 49W.

■ Rosenberg-Richmond, TX KFRD(AM) 980 khz—Jan. 30 application for CP to increase day power to 5 kw; add night service with 5 kw; install DA-2 and make changes in ant. system.

#### FM's

■ St. Augustine, FL WUVU(FM) 97.7 mhz—Jan. 12 application (BPH8907211B) petition for reconsideration for CP to change ant.: 482 ft.; TL: 1 km E. of U.S. 1 at Duval and St. John's County line, FL.

■ Marshall, IL WMMC(FM) 105.9 mhz—Feb. 21 applica-

tion for CP to change TL: N. side of U.S. 40, Clark Center, IL.

■ Lexington, KY WUKY(FM) 91.3 mhz—Jan. 12 application for Mod of CP (BPED870519MC as Mod) to change directional ant. pattern to conform with measured pattern.

■ Hagerstown, MD WWMD(FM) 104.7 mhz—Feb. 16 application for CP to change ERP: 8.32 kw H&V; ant. 1,377 ft.; change TL: on top of Mount Quirauk, 12 miles N.E. of Hagerstown, MD.

■ Billings, MT KZLS-FM 97.1 mhz—March 15 CP forfeited and cancelled.

■ Thoreau, NM KMCC(FM) 99.9 mhz—Jan. 22 application for CP to change ERP: 100 kw H&V; change ant.: 1,300 ft.; change TL: approximately 10 km NE of Gallup, NM.

■ Coal Grove, OH WZTX(FM) 97.1 mhz—Feb. 16 application for Mod of CP (BPH871008MF) to change ERP: 1.49 kw H&V; ant. 473 ft.

■ Conneaut, OH WGOJ(FM) 105.5 mhz—March 12 application for CP to change ERP: 6 kw H&V.

■ Dunbar, WV WBES-FM 94.5 mhz—Feb. 15 application for CP to change ERP: 8.5 kw H&V; ant.: 524 ft.; TL: 4 miles NE of Dunbar, WV; class: C1; per docket 89-185.

### Actions

#### AM's

■ Mobile, AL WBHY(AM) 840 khz—March 14 application (BP900215AF) granted for CP to change TL: 3960 Whistler St., Prichard, AL and make changes in ant. system.

■ Bloomington, IN WGCL(AM) 1370 khz—Feb. 26 application (BP880929AC) granted for CP to increase night power to 1 kw and make changes in ant. system.

■ Park Rapids, MN KPRM(AM) 870 mhz—March 12 application (BMP891006AC) granted for Mod of CP (BP881101AB) to change TL: 3.21 km E. of Park Rapids on Hwy. 34, Park Rapids, MN and change to nonDA, daytime 46 55 42N 95 00 22W.

#### FM's

■ Reform, AL WTDI(FM) 101.7 mhz—March 13 application (BPH890920IF) granted for CP to change ERP: 23.37 kw H&V; change ant. 727 ft. H&V; TL: 33 13 48N 87 50 50W; change class to C2.

■ Fayetteville, AR KKIX(FM) 103.9 mhz—March 5 application (BPH891016IB) granted for CP to change ERP: 100 kw H&V; change ant.: 482 ft., change to class C1 (per docket #88-385).

■ Sarasota, FL WHVE(FM) 102.5 mhz—March 6 application (BMPH890925IJ) granted for CP to change ant.: 1,649 ft.

■ Mason City, IA KNIQ(FM) 93.5 mhz—March 6 application (BPH890913IB) granted for CP to change freq: 93.9 mhz; change ERP: 100 kw H&V; ant. 790 ft.; TL: 8.2 km ENE center of Mason City, IA; class: C1 (per docket #88-131).

■ Henderson, KY WGBF-FM 103.1 mhz—March 9 application (BPH891013II) dismissed for CP to change ERP: 3.16 kw H&V; ant. 453 ft.

■ Baton Rouge WTGE-FM 100.7 mhz—March 15 application (BPH891130IG) granted for CP to change HAAT: 1,630 ft.; change TL: 1.9 miles W. State Rte. 1 on Rte. 1148 near Addis, LA; change to class C (per docket #89-49).

■ Boonville, MO KDBX(FM) 99.3 mhz—March 15 application (BPH890928IK) granted for CP to change ERP: 33.2 kw H&V; ant. 590 ft.; 5.6 km SE of Prairie Home, Missouri Post Office; .3 km E. of County Rte. D; change to class C2 (per docket #88-329).

■ Billings, MT KZLS-FM 97.1 mhz—March 15 application (BPH891130IE) granted for CP to change ERP: 28.15 kw H&V; ant. 328 ft.

■ South Bridge, MA WQVR(FM) 100.1 mhz—March 12 application (BPH890929IX) dismissed for CP to change ERP: 1.514 kw H&V; ant.: 426 ft.; TL: 380 meters E. of Freeman Rd. on S. Edge of grounds of Bay Path Vocational High School, town of Charlton, MA.

■ Camdenton, MO KCVO-FM 90.7 mhz—March 7 application (BPED871208MB) granted for CP to change freq: 91.7 mhz; change ERP: 10 kw H&V; ant. 435 ft.; change ant. system from 2-Bay to 4-Bay system.

■ East Helena, MT KHKR-FM 104.1 mhz—March 8 application (BMPH890926ID) returned for Mod of CP (BPH820624BS as Mod) to change ERP: 20 kw H&V; ant. 790 ft.; TL: ant. location is 1.8 mile SE of Helena, MT.

■ Washington, NC WCZI(FM) 98.3 mhz—March 7 application (BPH891002IE) dismissed for CP to change ERP: 2.58 kw H&V; ant. 498 ft.; and to install DA system.

■ Raleigh, NC WQDR(FM) 94.7 mhz—March 5 application (BPH890824IA) granted for CP to change ant.: 1,685 ft.; change TL: 2.9 km SE of Auburn, NC; other: ant. dir. pattern.

## Actions

■ Erratum to NPRM and order to show cause (DA 90-93) released Feb. 5 in matter of amending FM table at Fairmont, NC, and Andrews, Charleston, Elloree and Little River, all South Carolina. (MM docket 90-32 [DA 90-414].)

■ FCC denied KQED Inc. review of review board decision which denied KQED's application for renewal of license for noncommercial educational station KQEC(TV) San Francisco, ch. 32, CA, and granted application of Minority Television Project Inc., for new station using KQEC(TV) facilities. (MM docket 85-396 by order [FCC 90-66] adopted Feb. 8 by commission.)

■ Panama City, FL. Granted application of Ladies III Broadcasting Inc. for new FM on ch. 286C2 at Panama City; denied competing application of A.P. Walter Jr. (MM docket 88-559 by initial decision [FCC 90D-9]; adopted March 12 by ALJ Edward J. Kuhlmann.)

■ Radcliff, KY. Granted application of W&B Broadcasting Inc. for new FM on ch. 278A at Radcliff, and denied competing application of Virgil L. Pearman. (MM docket 89-82 by initial decision [FCC 90D-10]; adopted March 15 by ALJ Edward J. Kuhlmann.)

## Allocations

■ Baker, CA. Effective May 7, amended FM table by allotting ch. 268B to Baker as its first broadcast service. Filing window opens May 8, closes June 7. (MM docket 89-286 by R&O [DA 90-388]; adopted March 5 by chief, Allocations Branch, Mass Media Bureau.)

■ Austin-Crothersville, IN. Effective May 5, amended FM table by allotting ch. 224A to Austin as its first broadcast service. Filing window opens May 8, closes June 7. (MM docket 88-596 by R&O [DA 90-389] adopted March 5 by chief, Allocations Branch.)

■ Stamping Ground, KY. Effective May 7, amended FM table by allotting ch. 256A to Stamping Ground; filing window: May 8-June 7. (MM docket 89-119, by R&O [DA 90-380] adopted March 7 by chief, Allocations Branch.)

■ Blackduck, MN. Effective May 7, amended FM table to substitute ch. 252C2 for ch. 252A; modified CP of Roger Paskvan accordingly. (MM docket 89-320, by R&O [DA 90-383] adopted March 7 by chief, Allocations Branch.)

■ Aberdeen, MS. Effective May 7, amended FM table by substituting ch. 287C3 for ch. 287A; modified license of WWZQ-FM accordingly. (MM docket 89-468, by R&O [DA 90-384] adopted March 7 by chief, Allocations Branch.)

■ Kimberling City, Seligman and Cassville, all Missouri. Effective May 7, amended FM table by substituting ch. 227C2 for ch. 237A at Seligman; allotted ch. 227C2 to Seligman; modified license of KJEM-FM, Seligman, accordingly; substituted ch. 261A for ch. 227A at Cassville. (MM docket 89-7, by R&O [DA 90-385] adopted March 7 by chief, Allocations Branch.)

■ Medford, OR. Effective May 4, amended FM table by substituting UHF television ch. 26 for ch. 27 at Medford. (MN docket 88-518 by R&O [DA 90-371] adopted March 6 by chief, Allocations Branch.)

■ Grand Coulee, WA. Effective May 4, amended FM table by substituting ch. 253C for ch. 253C2 at Grand Coulee and conditionally modifying license of KEYG-FM, accordingly. (MM docket 89-131 by R&O [DA 90-362] adopted March 6 by chief, Allocations Branch.)

■ Altoona, WI. Effective May 4, amended FM table by allotting ch. 251A to Altoona as its first FM service. Filing window opens May 7, closes June 6. (MM docket 89-330 by R&O [DA 90-364] adopted March 6 by chief, Allocations Branch.)

■ Lake Geneva, WI. Effective May 14, amended FM table by allotting ch. 241A to Lake Geneva as its first FM service. Filing window opens May 15, closes June 14. (MM docket 89-129 by R&O [DA 90-310] adopted Feb. 22 by chief, Allocations Branch.)

■ Whitewater, WI. Effective May 4 amended FM table by allotting ch. 293A to Whitewater as its second FM service. Filing window opens May 7, closes June 6. (MN docket 89-132 R&O [DA 90-363] adopted March 6 by chief, Allocations Branch.)



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**General manager** for small market, Northeast Combo. Position requires strong manager with proven small market and sales management experience. Great growth potential and equity for the right person. EOE. Box E-31.

**General manager**, strong in sales. Outstanding opportunity to earn percentage of the profits and part of the company for right person. St. Ignace, Petoskey area. 100,000 watt FM, 5,000 watt AM radio station. Call evenings, 517-321-1763. EOE.

**Turn-around general manager:** For small market FM stations located in very attractive Sunbelt region of the Northwest. Must have prior experience in successful turn-around operations of small to medium market radio stations. Competitive base compensation plus incentives for successful completion of turn-around. Send resumes to Box E-66. EOE.

**GM wanted:** Looking for GSM to promote to GM of medium market Northern Urban station. Inquires confidential. E.O.E. Box F-1.

**Sales manager** for 100,000 watt, Hit Music station. Second largest market in state, centrally located. Must have strong management skills: Recruit, train, organize and produce results. Excellent compensation package. Respond today. EOE. Box F-2.

**The Bulmer Communications Group** seeks a general manager at one of our Ohio FM stations due to the addition of our third FM station in Findlay, Ohio, on the air shortly. This highly self-motivated person should have a strong sales background and a thirst for winning. We've written a new chapter in broadcasting by constructing an entire chain of stand alone FM's in excellent small markets and have taken them from CP's to market dominance in a matter of months. Last year alone, we built two new FM's and this year, we are building two more. Base salary, monthly percentage of profits and equity in the station over time is what we offer. Our entire debt per station is often less than a competitor's annual interest payment. This is an unparalleled opportunity for someone with "vision." Send your resume in confidence to: John A. Bulmer, W200-FM, PO Box 102, Ashtabula, OH 44004. No calls, please. An equal opportunity employer.

**Salisbury WSCL-FM** has an opening for a General Manager/Director of Communications Center. Responsibilities: Administration and supervision of all station matters and manages the Salisbury State University Communications Center. WSCL-FM is an SSU Foundation licensed station and the foundation relates to the station via an advisory board. The General Manager/Director reports to the Academic Vice President of the University and serves as the primary representative to the station's audience, licensee, state and national agencies and the broadcast industry. As Director of the Communications Center, the individual is responsible for instructional media, audiovisual and television services to the university. Qualifications: Bachelor's degree in Broadcasting or related field. Master's degree preferred. Minimum of five years in a management position in radio, public broadcasting or related area. Successful applicant must have leadership, planning and fiscal management skills. Sensitive and excellent communication capabilities with the University's constituency is required. Salary: Competitive with excellent benefits. Deadline: Open until filled. Send resume and letter of application to K. Nelson Butler, Academic Vice President, Salisbury State University, Salisbury, MD 21801. SSU is an Affirmative Action/Equal Opportunity Employer. Women, minorities and the disabled are encouraged to apply.

**General manager** for Southwest top 75 market FM. Strong sales background. If you are an experienced aggressive leader -- send resume and references to Box F-9. EOE.

**Selling sales manager.** WKQB/Q107, Charleston, South Carolina, has a rare opening for an experienced sales manager to move to the top CHR in one of America's great cities. Send a resume with references and a cover letter outlining earnings history to Chris Johnson, Pres/GM, Q107, 4995 La Cross, Suite 1600, North Charleston, SC 29418. EOE, M/F.

**Broadcasting's  
Classifieds  
Get  
Results.**

### HELP WANTED SALES

**Sales manager.** Small market radio with big opportunity. Lead a staff of four salespeople, plus telemarketing salesperson. Full time NBC affiliated AM and Class A (soon to be a Class B-1) FM. Station under same ownership over 40 years. We have a history of strong performance and need you to help carry on the tradition. Send resume to Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

**Established 45 year old AM/FM** is looking for an aggressive local sales manager. Full benefits including auto expense and insurance. Minimum of 2 years management experience required. College degree with background in business administration, marketing or sales preferred. FM format is Solid Gold, AM format is Country. We are 40 miles from Nashville, TN and are the home for General Motor's Saturn plant. In 45 years, we've had 5 sales managers. Current sales manager leaving to pursue MBA. Send resume and photo, no phone calls. WKRM, PO Box 1377, Columbia, TN 38402. EOE.

**Brand new FM** in dynamic Melbourne-Cocoa Beach, FL market, looking for heavy hitter in local sales w/great list. Possible sales management down the road, 2 yrs. or more experience. WHKR, PO Box 7010, Rockledge, FL 32955. EOE.

**Sales opportunity** for aggressive sales person to move into sales management. We are seeking a candidate who is motivated, goal oriented, focused and has a specific plan. Please send references, track record and resume to: Chet Tart, KRBB, 200 N. Broadway, Suite 300, Wichita, KS 67202. EOE. 316-265-9800. Finder's fee for sending us the best.

**Account executives:** South Florida. Key West or Naples. Resume to Joe Landon, 501 N. Goodlette, C-204, Naples, FL 33940. EOE.

### HELP WANTED TECHNICAL

**Fort Myers, Florida:** Chief engineer for a top rated group owned 100 Kw FM/10 Kw Directional AM. Applicants should have minimum of five years of technical experience, be a good communicator and not be intimidated by computers. Send resume to Kevin McNamara, Director of Engineering, Beasley Broadcast Group at 3033 Riviera Dr., Naples, FL 33940. EOE.

**Wisconsin's prettiest city** needs experienced chief with people skills. Full power FM requires the job be done today. If you're competitive, send resume to: 109 Conner Dr., Suite 105, Chapel Hill, NC 27514. EOE.

**Wanted:** AM/FM Combo in Rocky Mountain area needs qualified radio engineer/technician. Send resume to Box 998, Pocatello, ID 83201 or Call Jim at 208-233-1133. EOE.

**Chief operator** for small Northern California market. One Kw AM & Class "C" FM. Knowledge of automation, experience with high power FM, translators and strong studio background. Familiarity with FCC compliance. EOE. Box F-18.

### HELP WANTED ANNOUNCERS

**Afternoon drive CHR host/production genius** wanted! Multi track skills and CHR sensibility needed. Send T&R to Jim Cook, JET-FM 102, 1635 Ash St., Erie, PA 16503. No calls, please! Equal opportunity employer.

**NBA team** looking for possible radio analyst/color commentator. Send resume - We will contact for audio cassette or videotape. Box F-8. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager/announcer** for commercial Classical music station. Must have working knowledge of radio production and thorough understanding of Classical music with ability to host Classical music programs on relief basis. Send tapes and resumes to Dave Conant, WFLN, 8200 Ridge Ave., Philadelphia, PA 19128, by April 15th. EOE.

**Christian ministry** looking for experienced radio producer/writer to assist in the production of two award winning programs. News and public affairs background helpful with demonstrated skills in writing and production. Send demo tape and resume to: Steve Moore, Christian Financial Concepts, 601 Broad St., SE, Gainesville, GA 30501. EOE.

### HELP WANTED NEWS

**News director and morning talk** personality needed as a co-host on a News/Talk morning show. T/R and salary requirements to Walter Maxwell, WGHO, 82 John St., Kingston, NY 12401. EOE.

**News director: KPBS-FM**, San Diego, CA. KPBS-FM, San Diego's only public radio station in the nation's 6th largest city, seeks an experienced, energetic and innovative news director. KPBS-FM is a professionally staffed NPR/APR affiliate with a major commitment to news and public affairs programming serving one of the country's fastest growing and most desirable markets. The news director will supervise the news gathering and producing activities of the station's full and part time news staff. In addition, the news director: produces long and short form news stories for local and national air; gathers, writes and delivers news; also interview, documentary and feature production; and develops station's news agenda. The successful candidate will have a minimum of 3 years full-time, professional experience as a radio news director, with supervisory responsibilities over a professional staff. Demonstrated experience in broadcast news gathering, writing and long form production. Superb announcing, management, interview and editorial skills. Prior network news submissions important. Familiarity with public radio news required. Word processing skills a must, other computer skill helpful and appropriate Bachelor's degree desired. Salary: In addition to a full complement of benefits, the salary for this position starts in the low 30's. Submit your letter of interest along with a resume and a request for an employment application directly to: SDSU Foundation Personnel Office, 6475 Alvarado Road, Suite 128, San Diego, CA 92120. Or you may call 619-594-5703 to request employment application materials. Completed employment application along with a cassette audition tape with aircheck and long and short form news production samples must be received at this address no later than April 27, 1990. EEO/AA/Title IX Employer.

### SITUATIONS WANTED MANAGEMENT

**Position your station** where it counts! Professional broadcaster with over 26 years experience in sales, programming and engineering can dominate your market. Everything I touch can turn to gold. Possible fulltime or consultant basis. Bill Elliot, 413-442-1283.

**Radio consultant!** Specialist in sales, programming, station acquisitions, inventory & cost control, financial management and more. Experienced in both group and individual ownership situations. Turnaround pro, bottom line oriented. Call R.P.M. Assoc., 804-232-5197.

**Take charge general manager** available. Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Dean Johnson 503-472-1221.

**General manager** with 18 years of successful small to medium market experience. 512-824-1282.

### SITUATIONS WANTED ANNOUNCERS

**Easy Listening, Big Band only.** 28 years experience. Deep pipes. Final career move. 717-675-6982. PA.

**Major market producer.** Ivy League MA. Emotive. Sense of humor. Business minded. Will launch on-air talk career anywhere. Small market okay. 212-242-1568.

**5 yrs. experience.** Professional sound. Currently working part-time for Daytona Beach's #1 Adult Contemporary FM station. Seeking full time. Willing to relocate. Call anytime! 407-352-4658.

**Many years experience.** Mature announcer, good voice quality, speech trained, college graduate, nonsmoker. Imaginative, with writing interest. 804-253-0939.

**Top rated morning show** in the Heart of the Rockies. Steve Lee seeks bigger market and better opportunity. Phone: 303-453-1588, message. Tape and resume upon request.

### SITUATIONS WANTED TECHNICAL

**Engineer/businessman:** Engineering, technical sales, field engineer, paging and two way sales/service, regional manager, teacher, well-versed in multiple fields looking for new challenge. Expensive and worth it. Presently director of engineering for nine station radio group. Marvin Beasley, 1319 Heritage, Moberly, MO 65270. 816-263-5800 or 816-263-5605.

## SITUATIONS WANTED NEWS

**Sportscaster.** Ten years medium market radio/TV. Great background. Strong writer. PBP. Solid references. Degree. Five AP awards. 32. Need an opportunity. Bill, 812-853-9173.

**Looking for a challenge.** News anchor/reporter. Unique talent. Authoritative and experienced. Please call: 919-485-2526.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Results.** Discover the proven professional difference. Nationally recognized major market programmer. Prefer Country or Oldies format. All markets considered. Confidentially assured. You owe it to your station to write Box F-11.

## MISCELLANEOUS

**Make money in voiceovers.** Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

# TELEVISION

## HELP WANTED MANAGEMENT

**TV/radio regional manager.** Career entrance position with broadcasting's oldest (35 years) media-merchandising promotion. TV/radio experience required. Full-time (Mon./Fri.). Travel required. Substantial draw against commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203--226-3377. EOE.

**Station manager.** KRMA-TV, CO. KRMA is seeking a qualified professional to serve as station manager. Working under the president and general manager, candidate would administer and coordinate the day-to-day activities of the station. Requirements include working knowledge of the following areas of television station activities: Programming, production, finance, marketing, engineering and educational services. A Bachelor's degree in Mass Communications, Journalism or related field, with a minimum four years successful experience at the senior management level of a television station or equivalent combination of education and experience. Salary range \$55,000 - \$65,000. Send letter of application, resume and three professional references to Search Committee, 1261 Glenarm Place, Denver, CO 80204. Applications to be received no later than April 30, 1990. EOE/AA.

**Bellingham, Washington:** Powerful LPTV seeking manager with ownership participation. Write or call Gene Lapsie, President, Video International, Inc., 2410 Vinewood, Detroit, MI 48216 or call 313--554-1070. EOE.

**Local/regional sales manager.** Growth opportunity with NBC affiliate for Lower Rio Grand Valley, Texas. KVEO-TV seeks a sales leader to direct and motivate our well-established sales staff. Strong local direct development experience a must. Our goal is for this individual to be GSM in one year. Send resume to Sandy Nevarez, Human Resources Director, 394 N. Expressway, Brownsville, TX 78521. KVEO is an EOE, M/F employer.

**WBTW,** the ratings and sales leader in Florence/Myrtle Beach, SC, is looking for a qualified general sales manager to lead a 2 office sales effort. Send resume to: P.W. Stokes, EEO/AA Officer, WBTW-TV, PO Box F-13, Florence, SC 29501-0013. EOE.

## HELP WANTED SALES

**San Francisco sales manager:** Kelly Broadcasting Co. (KCRA-TV/Sacramento and KPQV-TV/Tacoma) seeks a qualified individual for the position of San Francisco sales manager. Prior sales management experience is preferred; and candidate should have experience in selling for both affiliate and independent television stations. Candidates should possess strong leadership, organizational and motivational skills. Send resume and salary requirement to: KCRA-TV, Attn: Dept. CPG, 3 Television Circle, Sacramento, CA 95814-0749. No calls, please. EOE, M/F. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

**WBTW,** the ratings and sales leader in Florence/Myrtle Beach, SC, has an opening for account executive in the Florence office. College degree (BA) preferred and at least 2 years experience in media sales, with ability to handle agency-based accounts. Manage established accounts and develop new business. Work with community and business leaders, develop and execute presentations. Send resume to: Lou Kirchen, Local Sales Manager, WBTW-TV, PO Box F-13, Florence, SC 29501-0013. EOE.

**WANE-TV seeks account exec** with 3-5 years TV sales/marketing experience. Ideal candidate is aggressive self-starter with strong marketing skills and new business development track record. Marshall Marketing experience a strong plus. Salary history and resume to Mark diBuono, WANE-TV, Box 1515, Fort Wayne, IN 46825. EOE.

**Experienced TV sales account executive** needed for network affiliate in prime Southeast city. We seek an enthusiastic, aggressive individual with a strong desire to succeed. Must have knowledge of TV and understanding of customer needs. Two years TV sales experience along with excellent communication and presentation skills required. Degree preferred. EOE. Send resume to Box F-3.

## HELP WANTED TECHNICAL

**Chief engineer:** WRBL-TV 3, Columbus, GA is looking for a hands-on chief to supervise staff, oversee master control operations, handle maintenance of equipment and transmitter. Send detailed resume and references to: General Manager, WRBL-TV, PO Box 270, Columbus, GA 31994 or Fax 404--327-6655. EOE.

**Media systems engineering supervisor.** Dynamic, growing community college district with advanced video operations, seeks highly experienced, skilled, imaginative, and cooperative individual with strong video, audio, and media engineering and supervisory skills. Responsible for development, supervision, and performance of technical systems design, maintenance, repair, installation, and production engineering related to composite, component, and digital video production; satellite up/downlink; teleconferencing; cable, fiber optic, microwave, and broadband video distribution; audio and broadcast radio; videodisc, and media production; and classroom and interactive media equipment. Supervises television engineers and media repair specialists. Extensive systems design, production engineering, troubleshooting, and hands-on bench skills essential. Broadcast radio experience desirable. Starting salary \$45,972 to \$60,321. Very generous benefits. Classified management position. Send resume to NOCCCD, Personnel Office, 1000 N. Lemon, Fullerton, CA 92634 by 4/12/90. EOE.

**Maintenance engineer** wanted for VHF ABC affiliate in Columbus, GA. Individual should have minimum 2 years formal training in electronics and 3 years experience in broadcast related field. FCC General Class license or SBE certified preferred. Salary negotiable. Send resume to: Chief Engineer, WTVM-TV, PO Box 1848, Columbus, GA 31994. EOE.

**Chief engineer.** The Weather Channel, a cable network providing 24 hour information to 43 million homes. Become an integral member of a growing communications business. We are looking for an experienced chief engineer to lead a staff of twelve dedicated, talented engineers. Applicants must have extensive experience in all facets of television engineering. Management experience with operating and capital budgets is essential, as is excellent human relations skills and management abilities. Qualified candidates can arrange interview during NAB Convention by sending resume or calling Doyle Thompson, VP Engineering, or Stan Hunter, Senior VP Programming/Operations, The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339. 404--434-6800. EOE.

**Maintenance engineers.** The Weather Channel, a cable network providing 24 hour information to 43 million homes has career opportunity for experienced broadcast maintenance engineers. Extensive background in television engineering and at least two years training in electronics technology required. Qualified candidates can arrange interview during NAB Convention by sending resume or calling Doyle Thompson, VP Engineering, or Stan Hunter, Senior VP Programming/Operations, The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339. 404--434-6800. EOE.

**TV maintenance engineer** needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Broadcast senior engineer:** System design, installation, training, and component level maintenance of broadcast electronics. Facilities include: Public FM radio & UHF TV stations, TV & audio prod. studios, mobile TV prod. truck, CCTV/CATV, mobile satellite uplink. Min. 3 yr. component level video electronics maintenance experience and 2 yr. degree in related field required. Previous maintenance experience on 3-tube cameras and 1" C format tape machines a plus. Experience with computer hardware and software, and supervisory experience helpful. Competitive salary with University benefits. Applications including 4 prof. ref. Prev. applicants need not re-apply. Apply to: Keith Turcot, Chief Engineer, Bradley Univ., WCUBU-FM/WTVU-TV, Peoria, IL 61625. EOE/AA.

**Mtce engr:** Need engr. to maintain 300/Kscope, Digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control, VPR-2's, ACR's, 3's, 80's. FM, 2 SCA's, AM stereo. 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML ic or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

**Television maintenance engineer:** Aggressive, East Coast UHF Independent has an immediate opening for a maintenance engineer in its' new, state-of-the-art production facilities. If you have proven experience with Betacam, Ampex 1" and BVU tape machines, and proven component level trouble-shooting skills, we want you to join our team. Please send your resume to: Personnel Department, WNUV-TV54, 3001 Druid Park Dr., Baltimore, MD 21215. EOE.

**Do you know Betacam?** LA video repair facility needs experienced component-level bench technician to repair broadcast 1/2" and 3/4" recorders, and cameras. Customer skills important. Send resume to Box F-17. EOE, M/F.

**Engineering (4 positions):** Georgia Public Television, a nine station statewide network, has 4 vacancies due to retirements and promotions. TV ENGINEER (3 positions) WJSP-Warm Springs, Georgia; WCLP-Chatsworth, Georgia; and WVAN-Pembroke, Georgia. Operates a television transmitter on a shift basis including nights, weekends and holidays. (WJSP also operates a radio transmitter). Monitors and adjusts the audio and video signals as needed. Performs preventative and emergency maintenance on transmitter. Maintains FCC logs. Completion of a technical school program in electronics or of four college courses in electronics or electrical engineering or possession of an FCC General Radio/Telephone Operator License and two years experience in an appropriate area of television engineering. A Restricted Radio Operator's Permit is required. \$20,310 - \$23,686. Shift differential and special pay stipend available in addition to annual base salary. PRINCIPAL TV ENGINEER. WXGA-Waycross, Georgia. Provides field maintenance and monitoring services for TV and radio network stations. microwave systems and all unmanned sites. Monitors the output of transmitters and translators. Provides assistance in emergency repairs maintenance. Maintains and monitors NOAA weather radio transmitters. Requirements same as TV Engineer above, except principal engineer requires 4 years experience in an appropriate area of TV engineering. \$22,920 - \$27,060. Special pay stipend available (\$1,200 annum) in addition to base salary. Qualified applicants should call the Personnel Office at 404-758-4776 or 1-800-222-6006 by April 9, 1990 to request an application. Applications must be received by April 16, 1990. EOE/AA.

## HELP WANTED NEWS

**Technical director:** Highly experienced editor needed to operate state-of-the-art editing suite. People skills required for heavy client interface. Must be skilled on the following equipment: Grass Valley 300 switcher and 51E editor, ADO, Vidifont 5, 1" and Beta editing. 3-D animation experience a plus. Send confidential resume to James Lowery, KDNL-TV, 1215 Cole St., St. Louis, MO 63106. EOE.

**10 PM news producer:** Creativity, leadership, solid news judgement and good writing. Degree and some experience preferred. If you have these qualities and want a chance to work in a competitive medium market with a commitment to news excellence, send your tape, resume and references to Duane Wallace, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE, M/F.

**Anchor/producer** needed for top-ranked news team. Must be well-rounded contributor. Send non-returnable tape and resume to Pete Michenfelder, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE.

**MotorWeek Illustrated,** a weekly motorsport show on ESPN is looking for motor racing reporters. We need people who cover racing in their local markets and know how to write highlight and personality stories. Send resume to MotorWeek Illustrated, 1281 Fowler St., NW, Atlanta, GA 30318. No phone calls, please. EOE.

**Producers & assignment editor:** #1 news department in Northeast is expanding. Top 60 market. CBS affiliate. Must be the best at what you do. Two years experience. Include resume and salary requirement. EOE. Box F-4. No tapes.

**Affiliate seeks news reporter.** Radio/TV degree & experience preferred. Tape & resume to: Terry Reeves, News Director, WPSD, PO Box 1197, Paducah, KY 42002-1197. No phone calls, please. EOE, M/F.

**Wanted: Weekend anchor/producer.** 2 years reporting experience, solid news judgement, strong writing skills, enterprising journalist. No phone calls, please. EOE. Send tape and resume to: Gary Smith, News Director, PO Box TV3, Harrisonburg, VA 22801.

**Prime time anchor wanted.** Midwest medium market affiliate, looking for a 10:00 PM anchor. The strip rates in the 40 share area. Must have previous anchor experience, be community minded and outgoing. Send your tape and resume to: Jim Hollis, WIBW-TV, Box 119, Topeka, KS 66601. EOE.



**General assignment reporter:** NBC affiliate in Charlotte. NC seeks a talented reporter with a minimum of four years experience to join our news team. Must be a creative individual with strong writing skills and the ability to produce reports. Live reporting abilities are mandatory. College degree required. EOE. Send resume and non-returnable tape with live reporting examples to Ken Middleton, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665.

**News anchor:** WSAV-TV, Savannah's NBC affiliate, is looking for just the right person to co-anchor our primary newscasts. Tapes and resumes only to: Keith Young, News Director, Box 2429, Savannah, GA 31402. No phone calls. EOE.

**Editor/producer:** Experienced videotape editor wanted for Washington news service. This is a six-month temporary position. We're looking for someone with strong editorial sense, not just a button-pusher. Responsibilities include package editing, assisting in feed coordination, and maintenance of growing videotape library. Minimum of three years experience in producing and editing news. If deadlines don't scare you and you're looking for professional growth, we'd like to hear from you. Letter and resume to Box F-10. EOE. No tapes.

**News photographer wanted:** Aggressive news photographer with a good eye, looking to move up. One year shooting experience, microwave and SNG experience helpful. Send tape and resume to Richard Simms, WTVN-TV, PO Box 1150, Chattanooga, TN 37401. Minorily applicants encouraged to apply. EOE.

**Reporter/weathercaster:** Bright, energetic person for weather on weekends, general assignment reporting 3 days per week. NBC affiliate with Live Line III weather computer. Tape, resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

**Major market NBC affiliate** seeking associate producer with line experience. Looking for self-starter to get new show off the ground. Send resume to Box F-15. EOE. No tapes.

**Medical reporter** for nationally syndicated medical news and health information program. Minimum of three years experience as general assignment or medical reporter. Excellent writing and story telling ability required. Send resume and salary history (no phone calls, please) to: Personnel Assistant, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. EOE.

**Medical reporter/producer.** Weekly television health show seeks experienced medical reporter. Applicants must have a minimum of 3 years on-air experience, excellent storytelling and producing skills and a sincere interest in health topics relating to people. Special consideration given to medical professionals. Send tape and resume to PO Box 14061, Columbus, OH 43214. EOE.

**News producer:** Two years experience as a news producer at a commercial television station preferred. Send resume and tape to Stew Kasloff, Assistant News Director, WTVN 11, PO Box 2009, 411 Liberty St., Durham, NC 27702. EOE.

**News/producer:** Applicant should have one year producing experience at commercial television stations. Be able to show you can use pictures as well as sound and words to communicate the news. Send resume, script (if available) and tape to: Marci Burdick, News Director, KYTV, 999 West Sunshine, Springfield, MO 65807. EOE. No phone calls.

**News co-anchor:** Energetic, authoritative anchor needed for highly competitive Midwest affiliate. Salary range: Low 30's. Send resume to Box E-52. EOE. No tapes.

**South Florida affiliate** needs creative news photographer/editor. 2 years minimum experience. Top-notch operation, visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Commercial producer/copywriter/announcer:** Skills in location/studio tape production required for Southeast state-of-the-art broadcast facility. If you are senior director with talent, enthusiasm, and a great attitude, send your demo tape plus photo and resume to Lew Koch, Operations Manager, Box 2555, Huntsville, AL 35804. EOE.

**Creative producer** w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Graphic artist needed** for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Cubcomp artist/animator:** Growing Southeast area video production company seeks person with experience in Cubicomp "Picture Maker" 4.0 computer animation, or comparable system. Must be familiar with broadcast & non-broadcast applications. Additional computer skills, graphic arts experience, interest in broadcast sports helpful. Send resume and salary history to: Box F-5. EOE. No tapes yet.

**Motor sports producer:** Sunbelt Video (producers of Inside Winston Cup Racing) requires experienced television producer, with background in live sports, feature/segment production, and/or TV news production. Knowledge of NASCAR and IMSA racing required. Writing/reporting, videotape editing, on-camera talent, and non-broadcast video experience helpful. Send resume, salary history and demo videotape, before 4/15/90, to: Motor Sports Producer Position, c/o Sunbelt Video, 4205-K Stuart-Andrew Blvd., Charlotte, NC 28217. EOE.

**Production/writers:** For magazine program. Minimum 3 years experience. Travel. Send salary requirements, cover letter, VHS tape, and resume to U.M. Producer, PO Box 86122, San Diego, CA 92138. EOE.

**TV producer/director:** WOSU-TV of The Ohio State University is seeking a TV producer/director to produce and direct a variety of programs, including the annual WOSU-TV auction. This individual will also produce, direct, edit, write and research for studio, remote and field productions. Candidates must have a Bachelor's degree in Communication or related field or an equivalent combination of education and experience. Experience in TV production is required. Experience in TV auction production desired. Starting salary: \$20,280-\$22,800. Send resume by April 23, 1990 to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An equal opportunity/affirmative action employer.

**Promotion writer/producer:** Top 20 affiliate is looking for someone who wants to do breakthrough work. If you have excellent creative writing skills, at least two yrs. experience in advertising or broadcast promotion and want to work for an innovative station where promotion really counts, send us a reel. Big budget, competitive market with a great lifestyle. Send tape and resume to Creative Services Manager, KTVK-TV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

**Right-brained person** in need of experienced manager! Production manager position is open and ready to be filled if you can bring organization to one of the busiest production departments in PBS. Responsible for scheduling and managing directors and editors and day-to-day operations of the production division. Assist the vice president in finalizing a resource tracking and management system. Salary range \$36,102 - \$54,153, depending on experience. Bachelor's degree and 8 years experience in a professional television setting. If you are a "people person", innovative, and experienced in TV production, send resume and request for application now to SCETV, Personnel Department, 2712 Millwood Ave., Columbia, SC 29250. Deadline for accepting resumes is April 13, 1990. EOE.

**Producer/director:** The NBC affiliate in Baton Rouge, LA is hiring a creative commercial director with at least 2-3 years directing experience. If you're skilled, motivated and ambitious, send your tape and resume to Bob Davidge, Production Coordinator, WVLA-TV, PO Box 14685, Baton Rouge, LA 70898. EOE.

**Creative services coordinator** needed for super-strong Busse Broadcasting CBS affiliate in the Midwest. Promotion/program manager is looking for a number two. Successful candidate must have strong writing, creative, organizational, and technical skills. No beginners, please. You will be a hands-on commercial and promotion writer/producer supervising others. Work at a great station with great people and establish yourself as a promotion pro. Send tape and resume (no phone calls, please) to Ms. Charlie Weber, Program/Promotion Manager, KOLN/KGIN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

**Director/producer:** Top corporate broadcast/production facility seeks full-time staff director/producer for live satellite broadcasts. Position also includes producing pre-packaged roll-ins. Ideal candidate will have corporate experience. Send resume with references to Rich Walsh, Merrill Lynch Video Network, World Financial Center - B23, New York, NY 10080-6123. No phone calls, please. EOE.

**Editor, film-NYC:** Edits Spanish language raw (unedited) videotape. Evaluates, selects and combines footage with archive, graphic, industrial or corporate tape. Reassembles segments in sequence to present story with maximum effect. Intermixes correct musical selections and sound effects, reviews videotape and make corrections. Views videotape to control framing, contrast, brilliance, color balance, and fidelity of image. 40 hr./wk. (9 am - 5 pm) 3 mos. exp. req'd. Speak, read & write Spanish. Resume in dupl. to BB #323, Rm 501, One Main St., Brooklyn, NY 11201. EOE.

**Promotion writer/producer:** Bright, energetic person. Hands-on TV & radio producing. Print concepting & copywriting. Strong creative on-air emphasis. Dynamite reel. College degree. Midwest interest. Reels will be requested of final candidates. Send resume to: Promotion Manager, TTV4, 3490 Bluff Rd., Indianapolis, IN 46217. EOE.

**Chyron graphics artist** needed to operate state-of-the-art system. 2-3 years keyboard and palette experience with Chyron 4200 and/or Super Scribe. Will be working with Chyron Super Scribe, and 4. Resume and demo tape to: Morris Cerullo World Evangelism, Attn: Vic Everett, PO Box 700, San Diego, CA 92138. EOE.

**Computer editor:** Experienced at operating Ampex ACE 200 editor, ADO 2000, Ampex AVC Vista switcher; knowledge of directing and field production; ability to operate a one-person editing facility; flexibility to work evening assignments. Send resume and non-returnable demo tape to: Toby D. Jenkins, Manager, Take Ten Teleproductions, c/o WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

#### SITUATIONS WANTED MANAGEMENT

**General manager-plus** during past 24 years! Outstanding record of achievements! Turned around group of 3 television stations in Midwest; another group of 2 in Texas within first year! Also major market Independent (California) and medium market affiliate (Northeast)! Thoroughly experienced all aspects! Expertise in areas of administration, sales, programming, news, promotion! Producer of spectacular sales, profits, prestige, market values! Also, CEO of consultancy. Can become available as president/general manager of station and/or group, and as outside director of 3 boards! Nationally prominent as administrator, and as FCC consultant, network/major market news anchor/talk show host; after-dinner speaker. Possesses the expertise, know-how, skills and contacts to get the job done well and fast. Box F-12.

#### SITUATIONS WANTED NEWS

**Excellent, experienced sportscaster** looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

**Sportscaster.** Eight years medium market sports director. Great background. Strong writer. PBP. Solid references. Five AP awards. Degree. 32. Need an opportunity. Bill, 812-853-9173.

**Meteorologist.** 2 years on-air. Accurate and computer friendly. Available now! Call John at 314-821-3872.

**Innovative, knowledgeable,** humorous, sportscaster with top 10 market PBP experience, seeks sports anchor/reporter position. Small-mid market. Robert, 609-871-4161.

**Bright enthusiastic go-getter** looking for assistant producer/news writing position. Formerly worked at ABC O&O. Have talent, will travel. Marshall Fish, 225 Louise Ln., San Mateo, CA 94403. 415-349-7467.

**Talented black female:** Experienced TV and radio news journalist. Looking for anchoring and reporting position with a good organization. Please call: 919-485-2526.

#### MISCELLANEOUS

**1:30 Productions:** Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

**Primo People** is seeking news anchor for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

**Career Videos.** Our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format. Coaching/referrals. 708-272-2917.

**Bill Slater and Associates** gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347.

**24-hour employment information!** We're broadcasting's biggest job-listings service. Now in our 6th year! Media Marketing/The Hot Sheet, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Graduate assistantships** available to qualified students studying in our MA program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantships assignments may involve teaching, production, or research assistance in Broadcasting, Journalism, Photography, or Communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

**Assistant professor:** Radio-Television. Responsibilities include teaching approximately thirty-six (36) credits per academic year in areas of production, television and the humanities, and creative programing. Doctorate preferred but Master's with significant professional experience will be seriously considered. Salary commensurate with qualifications and experience. Review of applications will begin May 1, 1990. This one year term appointment is available July 1, 1990. Submit letter of application, resume and three references to: Dr. Rey Barnes, Chair, Search Committee, Department of Radio/Television, MS-104, Eastern Washington University, Cheney, WA 99004. EOE, AA.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Client services traffic.** This is not a production job, but it is Monday thru Friday. Need responsible, organized, detail-oriented, self-starter to deal with ad agencies and production houses. Able to grasp concepts, type 45 WPM, work well under pressure. Two-year commitment. Convince us to hire you with your letter and resume. Salary \$16,000 - 18,000 plus benefits. T/J/E, 248 E. 48th, New York, NY 10017. EOE.

**National publicist:** Pittsburgh, PA. QED Communications Inc. is seeking an experienced publicist to handle all media relations and national publicity efforts for our national products. Also responsible for cultivating and maintaining relationships with national media representatives, coordinating mailings of publicity material and planning all promotional events. Requirements include BA in Journalism or related field and minimum 3 years media relations experience. Must possess excellent writing ability and communication skills and a proven track record in placing national publicity. Present national media contacts a must. Please send resume, salary requirements and writing samples to Human Resources, QED Communications Inc., 4802 Fifth Ave., Pittsburgh, PA 15213. EOE, M/F/H/V.

#### EMPLOYMENT SERVICES

**Attention - hiring!** Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R. 8435.

**Attention:** Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885, Ext. BK 8435.

**Attention: Postal jobs!** Start \$11.41/hour! For application info call 1-602-838-8885, Ext. M-8435, 6am - 10pm, 7 days.

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

#### EDUCATIONAL SERVICES

**Syracuse University Sportscasting Academy,** June 22-26. Performance-oriented. Get both TV & radio play-by-play experience daily. Do simulated live broadcasts at the Carrier Dome (Big Orange Basketball camp) & MacArthur Stadium (Syracuse Chiefs Baseball). Create audio & video tapes of your performances. Work with veteran network sportscasters. For more info, call Syracuse University, 315-443-5296, or write the Div. of Summer Sessions, Suite 230, 111 Waverly Ave., Syracuse, NY 13244-2320.

**On-camera coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent; New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

**Entry level reporters:** One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 619-270-6808.

#### WANTED TO BUY EQUIPMENT

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1", 3/4", VHS videotape.** Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

**Looking for 3/4" evaluators.** Also 3/4" & 1" videotape. Call IVC, 516-862-7156.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50KW AM:** CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

**FM transmitters:** Harris FM20K (1979), RCA BTF20E (1976), Harris/Gates FM20H3 (1970), RCA 5D (1967), Collins 831D1 (1973), Harris FM2.5K (1983). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

**5/10 AM transmitters:** Collins 828E-1 (1978), RCA BTA-5L (1977), Harris BC10H (1972), Gates BC-5P2 (1967), McMartin BA2.5K (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

**1KW AM transmitters:** Harris BC1H1 (1974), Collins 820D1 (1970), Sparta SS1000 (1981), CSI T-1-A (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

**New UHF TV transmitters:** Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

**RCA UHF transmitter:** 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

**New LPTV transmitters:** UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

**FM antennas.** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free 800-238-4300.

**Newly constructed 26' GMC remote truck.** Grass 1600 2 M/E switcher. Yamaha 24 channel audio. Clearcom intercom/IFB. Sony 1" tape with slo-mo. Dubner 5K character generator. Ikegami 730A cameras. If you're looking for a mid-size truck, you've gotta see this one. Call for an appointment. Media Concepts 919-977-3600.

**Satellite teleport** for sale with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. Megastar 1-800-328-2546.

**Newly constructed 26' GMC remote truck.** Grass 1600 2 M/E switcher. Yamaha 24 channel audio. ClearCom Intercom/IFB. Sony 1" tape with slo-mo. Dubner 5K character generator. Ikegami 730A cameras. If you're looking for a mid-size truck, you've gotta see this one. Call for an appointment. Media Concepts, 919-977-3600.

**Anixter Marx 5 meter transmitter/receiver C-band satellite dishes, power amps, etc.** 702-386-2844.

**Save on videotape stock.** We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

**For sale:** Used guyed towers. Standing & dismantled. Microwave dishes & line. Swager Communications. 219-495-4065.

**1977 Hughes 500D,** ENG aircraft available May 1990, BMS equipped. "T" panel, shooting window, high skids w/floats. Wire strike protection kit. This aircraft is loaded. \$350,000. 206-448-3863.

**No money down on rental towers.** OMPOWER Towers. Phone: 504-521-8862. Fax: 504-522-2662.

**Wolfcoach EFP vehicle** 4x4 Ford E 350 Super Van. System capability 4 cam's, 4 VTR's. Grass Valley 1600-1A switcher, Sony stereo board, Ikegami monitors, Tektronix scopes, RTS communications, shooting platforms front, rear, top. Microwave tower. 6.5 Kilowatt Oman generator. Excellent condition. 212-929-5035.

**Fidelipac audio cartridges,** model 300, new. Many lengths. \$2. 702-386-2844.

**Super towers financed.** 2000 ft. 13 ft., face, 200 mph wind load with T-Bar. Approx. \$3 million installed with elevator + strobes. Approx. 5% down in escrow. Terms negotiable. Other size towers available. Ten yr. warranties. "Free tattoo, and Range Rover with next three orders over 1500 ft." OMPOWER Towers. Phone: 504-521-8862. Fax: 504-522-2662.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

**Used/new TV transmitters,** full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

**Used transmitters, 1" 3/4" Betacam VTR's,** cameras, DVE's, switchers, satellite, microwave. We buy, sell broker fair rates, best service, Jaymen Broadcast, 818-994-5265.

**1200 feet** of 6 1/8 inch, 50 Ohm, coaxial transmission line, 20 foot sections. Contact John Gordon, KTBO-TV, 3705 NW 63rd St., Oklahoma City, OK 73116. 405-848-1414.

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Fantastic opportunity at 100 KW covering a burgeoning East Coast Florida market. Reply only if you've already been a successful SM or a top achiever who's learned under one and are ready to graduate. We're ready to offer an excellent compensation package including possible equity position. Write in confidence, include with qualifications your personal qualities. You'll know what they are if you've been successful in the past.

Box F-6  
EOE

### Situations Wanted Management

#### GENERAL MANAGER

Available to lead your medium to large market property. Outstanding success record as GM, GSM, PD with start-ups, turnarounds, and established stations. Currently employed, station being sold. **Available to meet you now at NAB.** In Atlanta, call 874-6039.

### TAKE CHARGE GENERAL MANAGER AVAILABLE

Extensive & stable background as successful full charge General Manager in medium and major markets. Group management and acquisitions experience. Excellent references. Relocate for quality opportunity in top 75 markets. Phone for complete resume.

**Dean Johnson (503) 472-1221**

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20 year extensive background in broadcasting. Well-known and respected in the industry. Award-winning technical projects. **Looking for permanent position with:**

An owner needing a partner to operate his stations (technical, programing, general management). A corporation desiring prime technical talent. A firm specializing in broadcast or communications products. Also available on a consultancy basis nationally and internationally for broadcast start-ups and operations. **I can meet with you at the Atlanta NAB Convention.** Call: 703-684-3169 Anytime.



## Situations Wanted Management Continued

### INVESTORS/OWNERS & GROUP PRESIDENTS

Executive with extensive acquisition and operating experience would like to help "grow" your company.

I can raise capital, do strategic planning, handle investor and bank relations, and manage operations.

Let's meet in Atlanta at the NAB.

Call **DAVE KENNEDY**

to arrange a time and place.

512-477-8834 - Before convention

404-696-0757 - During convention

## Situations Wanted Technical

### MAJOR MARKET CHIEF ENGINEER

**Tough competitor with  
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Excellent manager in both union and non-union situations. Now in top ten market. Looking for new challenge. Solid experience in audio processing, studio and transmitter plant construction, domestic and international remotes.

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## TELEVISION

### Help Wanted Technical



### The University of Mississippi

#### Coordinator of Engineering Services

Responsible for the design and implementation of all technical facilities and compliance with all applicable FCC rules and regulations of University communications center. Will supervise center maintenance, capital expansion and management of technical personnel and budgets. Experience in satellite systems maintenance and operation required. Requirements: EE degree or related degree plus 7-10 years progressive and related technical experience with 3 years additional experience in an administrative capacity preferred. Equivalent combinations of education and experience may substitute for stated qualifications. Deadline: May 15 or until filled. Starting Date: June 15 or by agreement.

Send resumes to:

Marie Antoon

Communication and Resource Center

University, MS 38677

(601) 232-5917

Phone calls welcome.

The University of Mississippi is an AA/EEO Employer

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## Attention College Graduates With Career Goals In ADVERTISING -PROMOTION COPYWRITING

Tribune Broadcasting Company has a limited number of entry level training positions available in advertising and promotion. You must have demonstrable creative ability, writing skills, and a willingness to relocate. College degree required. Send resume and non-returnable samples to:

### TRIBUNE CREATIVE SERVICES GROUP

Associates Program

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**NO PHONE CALLS PLEASE**

Tribune Broadcasting  
is an equal opportunity employer.

## Help Wanted Programing Production & Others



The nation's leading supplier of television programming for basic cable is expanding its Atlanta-based research group. Positions are available now in the following areas:

- **DIRECTOR OF RESEARCH, TURNER NETWORK TELEVISION (TNT):** Direct programming research for cable's fastest growing network. The qualified candidate will have a strong background in television research, including broad experience with television ratings (NTI/NSI/NSS/NHI) and the design of attitudinal surveys (custom and syndicated). Superior oral and written communication skills are essential and PC knowledge is a real plus. Managerial/supervisory experience is required.
- **RESEARCH ANALYSTS FOR NEWS, ENTERTAINMENT AND CORPORATE:** Responsibilities include the analysis of television ratings and other programming-based information for Turner and competitive networks. Television research experience preferred. Candidate must have excellent PC skills, quantitative analytical skills and solid oral and written communication skills.

Send Resume and Salary Requirements to:

Robert P. Sieber

Vice President, Research

Turner Broadcasting System, Inc. (B)

One CNN Center

Box 105366

Atlanta, GA 30348-5366

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and a wizard  
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Pame Gardner,  
Promotion Manager,  
KARE-TV,  
8811 Olson Memorial Hwy.,  
Minneapolis, MN 55427.  
Gannett Broadcasting, EOE.

### Help Wanted Programing Production & Others Continued

## CNN<sup>SM</sup> ON-AIR PROMOTIONS PRODUCER

The nation's premier news network is seeking a top-of-the-line promotions producer with fresh ideas! Strong background in film, tape and graphic production with solid writing skills a must. Two years experience in major market on-air promotions gets you consideration.

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### Miscellaneous

ICING?  
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See "Super towers financed" page 132

### VIDEOTAPE EDITOR

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced videotape editor. Must professionally operate a Grass Valley Switcher and Abekas A53D. CMX editing experience preferred; familiarity with BetaCam SP & D2 helpful. If you have at least 5 years editing experience at a major production or broadcast facility and would like to be a part of this national Christian ministry, please send resume to:

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Pame Gardner,  
Promotion Manager,  
KARE-TV,  
8811 Olson Memorial Hwy.,  
Minneapolis, MN 55427.  
Gannett Broadcasting, EOE.

### Miscellaneous Continued

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### ALLIED FIELDS

#### Help Wanted Management

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Major Midwest-based broadcast group  
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Corporate Director of Human Resources.  
Reporting to the VP/Operations,  
this newly created position  
will be responsible for  
implementing corporate H.R. strategies  
within the broadcast group,  
providing H.R. assistance and direction  
to our operating companies  
and insuring FCC compliance of our stations.

Qualified individual must have a Bachelor's  
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human resource management experience within  
the broadcast industry.

INTERESTED CANDIDATES  
SHOULD SUBMIT THEIR RESUMES  
ALONG WITH SALARY HISTORY  
AND REQUIREMENTS TO:

BOX F-21  
EOE

#### For Sale Equipment



**FOR SALE**  
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FROM THE 1990  
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 Turnaround specialist ready to station. Want high power AM in the markets or any Midwest market. down payment situations only. (H need some cash to fix your static)  
 Also interested in any FM's or Combos under \$300,000.  
 Send coverage maps and price/terms.  
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## Business Opportunities

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 SOUTH TEXAS GULF COAST  
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 CLASS "A" CP SEEKS FINANCING  
 WITH EQUITY AS BONUS.  
 WILL CONSIDER A PARTNER.  
 POSITIVE YEAR AROUND INCOME.  
 THIRTY YEAR BROADCASTER,  
 FIFTEEN SAME AREA EXPERIENCE.  
 SERIOUS INVESTORS ONLY.  
 PLEASE CALL 915-592-0213.

**VENTURE CAPITAL  
 DEBT FINANCING**  
 For broadcasters  
**Sanders & Co.**  
 1900 Emery St., Ste. 206  
 Atlanta, GA 30318  
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**ENTREPRENEURS**  
**FREE TATTOO, "INSPIRED TALKS"  
 & RANGE ROVER**  
 with next 3 orders over 900'.  
 You secure good site for  
 rental tower and we'll furnish and  
 install the tower with no money  
 down—this gives you life time income  
 and we'll throw in a new Range Rover.  
**OMPOWER TOWERS,**  
 One Canal Place,  
 Suite 2300, New Orleans, LA 70130,  
 Phone 504/521-8662  
 Fax 504/522-2662

**PLEASE NOTE:**  
 When answering a Blind  
 Box ad, **DONOT** send  
 tapes. BROADCASTING  
 does **NOT** forward  
 tapes or other oversized  
 materials to Blind  
 Boxes.

**HAWAII**  
 A rare opportunity  
 to absolutely dominate  
 the radio market in this state.  
 Two Class C stations that can reach  
 over 90% of population  
 and key resort areas.  
 Offered as a package or separately.  
 Perfect for broadcaster experienced  
 in startup market development.  
 Qualified principals  
 or their brokers only contact:  
**Mr. C. Imlay (202) 296-9100,**  
**during NAB,**  
**Hyatt Regency-Airport (404) 991-1234**

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or next  
to Low  
(in)

**ATER  
A MSA**  
(prosperous market  
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erator. Priced under  
stantial cash required.

**DEN Associates**

**MEDIA BROKERS**  
**Snowden • Dick Paul**  
**919-355-0327**

**Hickman  
Associates**

**E. Coast Class "B" FM/AM Combo**  
with excellent Real Estate, priced at \$3 million  
**N.E. FM/AM combo/Real Estate**  
with good c/f., asking \$3.3 with terms  
**Sellers & Buyers call for an appointment at NAB**  
**HOLIDAY INN DOWNTOWN (404) 659-2727**  
**RON HICKMAN**  
29 Manor Drive, Newton, N.J. 07860  
(201) 579-5232

For Sale Stations Continued

**N. CALIFORNIA COAST**

**Upgradable A**  
**\$350,000 terms**  
**805-523-7312**

**A Great Market,**  
**"Buy Ohio" TV station.**  
**175,000 HH penetration**  
**w/200,000 plus potential.**  
**Direct inquiries to: Box F-14**

**RADIO STATION FOR SALE**  
**DENVER AM STATION**  
**WITH GOOD SIGNAL, GOOD EQUIPMENT**  
**VALUABLE REAL ESTATE,**  
**POSITIVE CASH FLOW**  
**1.2 MIL. WILL FINANCE 40%**  
**PRINCIPALS ONLY**  
**BOX F-19.**

**FOR SALE**  
**FM RADIO STATIONS**  
**Md.-N.Y.-Ohio-Pa.-W.Va.**  
**Ray H. Rosenblum**  
**Phone: 412/963-6311**  
**Gordon P. Moul**  
**Phone: 717/266-4212**

|       |                    |        |
|-------|--------------------|--------|
| AM    | ATLANTA FULLTIME   | \$350K |
| AM    | JAX. FL. 5KW       | \$295K |
| AM    | ORLANDO 5KW        | \$165K |
| FM    | CENT. FLA. CLASS A | \$700K |
| FM    | MYRTLE BCH. 50KW   | \$2.6M |
| FM    | JAX. FL. CLASS A   | \$1.5M |
| FM    | SAVANNAH MKT. 3KW  | \$695K |
| AM/FM | COLUMBIA 3KW       | \$550K |
| AM/FM | TAL. FL. (NEW)     | \$695K |

**HADDEN & ASSOC.**  
**• ORLANDO •**  
**1-407-365-7832**

**SKIING, HUNTING, FISHING, CASH FLOW**

- Colorado FM, Dominant Station
- Small Market College/Skiing/Tourist Town
- Asking \$495,000

**Contact: Charles Goyette (602) 992-7242**

**SOUTHEAST**

- AM/FM Combination
- Military Market
- Strong Cash Flow
- Asking price is \$650,000

**SOUTHWEST OPPORTUNITY**

- Two FM's
- Medium sized military/university market
- Dominant ratings
- C2 application filed
- Quality FM in addl. military market C2 upgrade
- Asking prices is \$1.1 million - terms available

**MIDWEST**

- Class A FM - Full Time AM
- Positive Cash Flow
- Small regional industrial market
- Asking prices is \$650,000

**NORTHWEST**

- Top 100 market rating
- Class A - 6 kw
- C3 upgrade - C2 ability
- Excellent technical facility
- All new equipment in 1986
- Asking price is \$1,200,000

**SOUTHWEST**

- Class C FM - Full Time AM
- Top signal in rated market
- Strong community involvement
- Asking price is \$790,000

**SOUTHWEST**

- Top 75 Market
- Cash Flow
- Full Time Religious AM
- Asking price is \$1,500,000


**WEST**

- Class C FM - Full Time AM
- Rated market
- State University
- Very limited competition
- Assumable Debt
- Asking price is \$1,100,000

**ROCKY MOUNTAIN**

- Class A FM - Full Time AM
- Positive Cash Flow
- Asking price is \$600,000

**Contact: Neil Rones (303) 779-0880**



**Pat Thompson Co.**  
COMMUNICATIONS BROKERS

**TOP 20 AM/FM**  
**\$6,000,000.00**

**Kepper,  
Tupper &  
Fugatt,  
inc.**

- Phone -  
708 / 634-9258

300 Knightsbridge Parkway, Suite 360  
Lincolnshire, Illinois 60069

**R.E. Meador & Assoc**  
**MEDIA BROKERS**

**NAB CONVENTION**  
**ATLANTA HILTON TOWERS**  
**SUITE 2632**  
**(404-659-2000)**

**Ralph Meador**  
P.O. BOX 36  
LEXINGTON, MO 64067  
816-259-2544



## For Sale Stations Continued

### RADIO STATIONS

Authors of new NAB book, **Radio Financing**, present a full-day, private seminar designed just for you and your associates. Consultant/group CEO with 20 years experience and ex-NAB Gen Counsel explain property selection, negotiation, financing and many other topics you choose.

Call Robin Martin or Erwin Krasnow, Deer River Group, Washington. 202-659-3331.

### SW OREGON

1 KW F/T AM,  
ONE OF THREE STATIONS  
IN JOSEPHINE COUNTY POP. 70K.  
LARGE STUDIO ON GOLF COURSE  
COULD BE HOME AND STUDIO.  
DARK, ONLY \$129,000.  
(503) 474-7564

### S.W. MOUNTAIN RESORT AM/FM CLASS A

**\$195K TERMS/\$170K CASH.**  
**GROWING BUSINESS**  
**FINANCIAL QUALIFICATION**  
**WITH INQUIRY**  
**BOX F-20**

### RADIO STATION FOR SALE

Radio Station, third class, AM,  
in Charlotte, NC Market, for sale.  
Please call (704) 843-2753 (Broker)  
or write: RADIO, PO Box 1050,  
Monroe, NC 28110.

### POTENTIAL \* POTENTIAL \* POTENTIAL

Class A FM in suburban Top 20 market. Outstanding coverage.  
Top-flight equipment. Move pending to Top 5 fastest growing county  
in the nation (county currently has no local broadcast service).  
Priced at \$1.8-million with excellent owner financing available.  
Serious inquiries only. Write CONTEMPORARY COMMUNICATIONS,  
P.O. Box 159 - Fayetteville, GA 30214 or FAX (404) 460-6129.

### COASTAL CAROLINA

AM/FM Combo. 5kw AM — Class A  
FM. Monopoly market. Stable com-  
munity. Stations absentee owned for  
30 years. Excellent owner-operator  
situation. \$350,000. Terms.

**SNOWDEN Associates**

MEDIA BROKERS

Tom Snowden • Dick Paul



919-355-0327

### THE DEALS TO STEAL!

Central East Texas  
Class A with C2 CP  
will cover 100,000+ market  
minimal amount down  
Class A FM with translator  
covering part of top 50 market  
priced under \$300,000

### JAMAR & ASSOCIATES

P.O. BOX 160877, Austin, Texas 78716-0877  
WILLIAM W. JAMAR OR PAUL MAYES JAMAR  
512-327-9570

### PUBLIC SALE

KQIZ-FM KIKX-FM  
AMARILLO, TX. COLORADO SPRINGS, CO.

Pursuant to a court order  
these stations will be sold  
all cash to the highest bidder.

The sale to take place:  
April 30, 1990

Thomas & Porter Attorneys  
128 S. Tejon, Suite 402  
Col. Spgs., CO 80903

Anticipated selling price:

KQIZ \$2,279,594.52;

KIKX \$2,575,504.96.

Certified funds required.

### NAB SPECIAL

#### SOUTHERN CALIFORNIA COMBO

1989 REVENUE \$766,500

1989 CASH FLOW \$286,000

Highly motivated seller  
on hand at NAB  
ready for quick sale.  
Call for an appointment

BILL EXLINE ANDY McCLURE DEAN LeGRAS

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Broadcasting Broker

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805-541-1900

### STATIONS FROM \$1-5 MIL.

27th MARKET  
KANSAS CITY FM

Class C1 FM 100,000 watts.  
1,000 ft. AAT. Price: \$3.5 Million.  
Contact exclusive broker —  
W. Donald Roberts



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HORTON  
COMPANY**

BROKERS AND CONSULTANTS

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### CASH FLOW DEALS! NICE MARKETS \$1 TO \$7 MILLION

**MEDIACOR**  
BROADCAST BROKERS, APPRAISERS & CONSULTANTS

### FAIR MARKET VALUE APPRAISALS

703-698-5533  
FAX: 703-698-0955

### UHF TV STATION BANKRUPTCY SALE TOP 100 MARKET

Broadcasting license and equipment for sale  
to the highest bidder. To qualify, prospective  
bidders shall submit written bids to debtor's  
counsel on or before March 31, 1990. Bids will  
be opened in the office of debtor's counsel at  
2:30 PM, April 3, 1990. Written bids that are not  
less than \$400,000 can be advanced orally at  
the bid opening. The successful bidder will be  
required to deposit certified funds in the  
amount of \$20,000 as earnest money with  
debtor's counsel.

Contact R. David Boyer,  
300 Metro Building,  
Fort Wayne, Indiana, 46802.  
(219) 422-7422.

## GOING, GOING, GONE!!!

- ~~■ BAY AREA AM + CLASS 'B' FM — INCLUDES REAL ESTATE. \$7,000,000~~  
■ **HI-POWER AM + CLASS 'B' FM COMBO** — PROFIT MAKER, OWNER TRADING UP. \$3,000,000.  
■ **SOUTHCOAST FM - "B1" BOMBER** — GREAT FORMAT, PROFITABLE. \$1,500,000 WITH TERMS.  
All stns. subject to prior sale-financial capacity of buyers required—PHONE NOW FOR APPOINTMENT!

(NAB '90 ADDRESS:) Atlanta **MARRIOTT MARQUIS-404—521-0000 SUITE 3206**



**Chester P. Coleman - G. Warren Earl,**  
**American Radio Brokers Inc./SFO,**  
**1255 Post Street/Suite 625,**  
**San Francisco, CA 94109. 415—441-3377**



### America's Competitive Edge... American Workers.

Across the U.S., companies and unions have dramatically improved productivity, quality, and employment security by tapping the ideas of some willing and able partners—American workers.

To find out how your company can tap this valuable resource, write:



Elizabeth Dole  
Secretary of Labor  
U.S. Department of Labor  
Room N-5419  
Washington, DC 20210

## Writing BROADCAST NEWS

Shorter,  
Sharper,  
Stronger

A professional  
textbook

**MERVIN BLOCK**

This lively book is becoming the 'bible' for radio and TV newswriters. Mervin Block has written award-winning copy for CBS Evening News, ABC Evening News and WNBC-TV, and worked as executive producer at WBBM-TV in Chicago. He speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

**WRITING BROADCAST NEWS**  
(230 pp, hardcover) will help you write more effective copy. To order, send just **\$22.95** to:

**Broadcasting ■ Book Division**  
1705 DeSales St., N.W.  
Washington, D.C. 20036.

Or call 1-800-638-7827 to use  
VISA or MasterCard.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.



# Fates & Fortunes

## Media

**Charles Goldstein**, senior VP, Twentieth Television, Los Angeles, named executive VP, production and finance.

**Arnold Sheffer**, financial consultant, Katz Communications Inc., New York, named senior VP, chief financial officer.



Sheffer



Fessel

**Andy Fessel**, VP, research and marketing, Fox Broadcasting Co., Los Angeles, named senior VP.

**Christine Hikawa**, VP, ABC broadcast standards and practices, East Coast, New York, named VP, broadcast standards and practices.

**Tim Bennett**, program director, WLS-TV Chicago, joins WTVD(TV) Raleigh/Durham, N.C., as president and general manager, succeeded by **Sherry Burns**, program manager and executive in charge of local production, WPLG(TV) Miami.

**Robert J. Longwell**, group VP and board member, NewCity Communications Inc., Bridgeport, Conn., joins WXTR-FM Washington as senior VP and general manager.

**Jack Sabella**, regional VP, Multimedia Broadcasting's radio division, Milwaukee, adds duties as general manager of its WEZW(FM) there. **Bill Moos**, station manager, WEZW(FM), named director, operations and programming.

**Gerald Gaines**, VP, development, US West Diversified Group, Denver, named president, US West Service Link there, succeeding **Lois Schmidt**, who retired.

**Dennis DeMichele**, VP and general manager, KTTV(TV) Fort Valley, Ga. (Macon), joins WMAZ(AM)-WAYS(FM) Macon in same capacity.

## Sales and Marketing

**Jonathan Abbott**, acting director of marketing, KQED(TV) San Francisco, named VP, marketing and development.

**Lee Hoegee**, New York national sales manager, KTTV(TV) Los Angeles, joins Young Broadcasting Inc., New York, as VP, national sales manager.

**Mark J. Frawley**, broadcast executive for Delaware, New Jersey and Pennsylvania, Associated Press Broadcast Services, Washington, named marketing manager, corporate sales, Western division.

**Keith Ritter**, VP, director of sales marketing, ABC Television Network, New York, joins ABC Sports there as VP, marketing.

Appointments at Saatchi & Saatchi Advertising, New York: **Patricia Malkin**, VP, group head, named creative director, senior VP; VP's, group heads named associate creative directors and senior VP's: **Scott Carouge**, **Charley Cordle**, **Claire Hassid** and **Dick Holt**. **Katalin Kovago**, senior VP, named management director, operating committee.

**Joseph F. Barone**, president and CEO, Sonderleivitt Advertising of Philadelphia, Philadelphia, joins Gillespie Advertising Inc., Princeton, N.J., as president.



Barone



Rocco

**Anthony C. Rocco**, senior marketing and sales executive, ABC Inc., New York, joins Italian television network, RAI/IBS, there as senior VP of sales and marketing.

**Susan Ziller Brazell**, VP, Katz Television, New York, forms Ziller Brazell Co., broadcast marketing company specializing in new revenue development for television stations, there as president.

**June A. West**, account supervisor, Ross Roy Advertising, Bloomfield Hills, Mich., named VP.

**Jeff Wakefield**, executive VP, marketing, Major Market Radio, New York, joins Interep Radio Store there as executive VP, director of research services.

**Jeff Foster**, station manager, KPLY(AM)-KROI(FM) Sparks, Nev. (Reno), joins



Ritter

KNUA(FM) Bremerton, Wash. (Seattle), as general sales manager.

**Thomas A. Bornhauser**, general sales manager, WHAS-TV Louisville, Ky., joins WJXT(TV) Jacksonville, Fla., in same capacity.

**Mark Moseley**, account executive, WJZY(TV) Charlotte, N.C., named national sales manager.

**Christine Hamm**, media supervisor, NW Ayer, Chicago, joins Cramer-Krasselt there as senior media planner.

**Julie Wood**, promotion director and marketing specialist, KMPH(TV) Visalia, Calif., joins Prosigning advertising agency, Fresno, Calif., as co-owner.

**Robert F. Russell**, independent advertising consultant, LaCrosse, Wis., joins WKBT-TV there as general sales manager.

**Tom Bennett**, general sales manager, WVVA(TV) Bluefield, W. Va., joins WLNS-TV Lansing, Mich., as national sales manager.

**Eglon E. Simon**, VP, sales and marketing, CBS Inc., New York, joins Cable Networks Inc. there as sales manager. **Michael Labriola**, sales manager, Cable Networks Inc., named national sales manager.

## CASE 88-3:

### The Experienced Group Head

#### The Assignment:

President needed for major TV group. Must have history of proven success dealing with diverse markets and producing strong, consistent bottom-line results.

#### The Search:

Thorough nationwide search by JS&A identifies the most effective group executives in the industry.

#### The Solution:

Meticulous reference checking and screening reveals the ideal candidate is President of a smaller group. JS&A recruits him successfully, persuading him that the larger company offers a more challenging environment and a superior career opportunity.

**Joe Sullivan & Associates, Inc.**  
Executive Search & Recruitment

44210 North Road  
Southold, NY 11971  
(516) 765-5050



*The person you describe is the person we'll deliver.*

**Ken Casseri**, general sales manager, WWKB(AM)-WKSE(FM) Niagara Falls, N.Y. (Buffalo), named VP, sales.

**Francis John Horkavi**, advertising director, *Chicago Life* magazine, Chicago, joins WLS(AM) there as account executive.

**Curt Prince**, sales manager, KBVO(TV) Austin, Tex., joins KABB(TV) San Antonio, Tex., as account executive.

Appointments at BBDO, New York: **Howard Finkelberg**, associate director, marketing sciences, **Mike Bienstock**, associate media director, and **Buz Sawyer**, management representative, named senior VP's; Minneapolis: **Carolyn Hubbard**, assistant media director, **Laura Johnson**, broadcast supervisor, and **Peter Murphy**, account supervisor, named VP's.

Appointments at Bozell Inc., Dallas: **Rick Rozas**, director, broadcast business affairs, M. Leaman & Associates, Dallas, named broadcast business manager; **Carla Fields**, production manager, Rapp Collins Marcoa, Dallas, named in same capacity; **Beth Reeves**, assistant media planner, Stark Advertising, Dallas, and **Heidi Swartwood**, intern, N.W. Ayer, Dallas, named assistant media planners; **Dave Lockwood**, senior research analyst, named research supervisor, and **Claire Iverson**, assistant account executive, named account executive.

**Bob Turner**, sales manager, KRN, New York, and **Linda Lerner**, account executive, WINS(AM) there, join Group W Radio Sales as account executives. **Bruce Klein**, account executive, Group W Radio Sales, Los Angeles, to same capacity, New York. **Thomas MacLean**, account executive, CBS Radio Representatives, Detroit, joins Group W Sports there in same capacity.

**Nick Palen**, account executive, KGAN(TV) Cedar Rapids, Iowa, named local sales manager.

**Mark Dembo**, account executive, WDRE(FM) New York, joins WQHT(FM) there in same capacity.

**Tony Stephens**, senior sales executive, WDJY(FM) Washington, joins WRQX(FM) there as account executive.

Account executives appointed at HRP Television Station Representatives: **Bob Fortunato**, account executive, Christal Radio Reps, Philadelphia, to Philadelphia; **Ingrid Halpern**, account executive, KLBJ-FM Austin, Tex., to Atlanta; **Mark Osborn**, account executive, KXTV(TV) Sacramento, to Los Angeles, and **Mary Marfield**, freelance broadcast planner and buyer, Minneapolis, to Minneapolis.

**Ellen White**, account executive, KYUU-FM San Francisco, and **Teresa Nevarez**, promotion, marketing and advertising director, KTWV-FM Los Angeles, join KRQR(FM) San Francisco as account executives.

**Nancy McNeil**, local sales manager, KHTV(TV) Houston, joins KRIV(TV) there in same capacity.

**Sonya Landry**, account executive, WNOL-TV New Orleans, named retail sales manager.

**Thomas Forst**, senior account executive, WFSB(TV) Hartford, Conn., joins WHCT-TV there as general sales manager.

**Richard Gabel**, senior art director, Zullo As-

sociates Inc., New Brunswick, N.J., joins Gillespie Advertising Inc., Princeton, N.J., as art director. **Regina Sheahan**, freelance copywriter, San Francisco, joins Gillespie Advertising as copywriter.

**Edward Bradley**, national sales manager, KCTV(TV) Kansas City, Mo., joins WTVH(TV) Syracuse, N.Y., as general sales manager.

## Programing

**John Laing**, senior VP, international television, Orion Pictures International, Los Angeles, named president.

**Raul Lefcovich**, executive VP, International, Viacom Enterprises, New York, named president, international sales.



Lefcovich



George

**Robert J. George**, VP and executive producer, *PM Magazine*, Group W Productions, San Francisco, joins MTM Television Distribution Group, Los Angeles, as VP, programing.

**Frank Price**, owner, Frank Price Entertainment Group, Burbank, joins Columbia Pictures Entertainment there as chairman and board member.

**Jeffrey A. Rowe**, VP, VH-1, New York, joins NBC Entertainment there as director, specials, variety programs and late night.

**Mark H. Cohen**, freelance consultant, New York, joins DLT Entertainment Ltd. there as president and general manager.

**Scott Towle**, president, domestic television distribution, Orion Television Entertainment, Los Angeles, joins King World Productions Inc. there as senior VP, domestic television sales.

**Bill Tennant**, senior executive VP, motion pictures management, Management Co. Entertainment Group Productions Inc., Los Angeles, named executive VP, Management Co. Entertainment Group Inc.

**Tom Rudnick**, general manager, LBS Radio, New York, named senior VP.

**Tom Cuddy**, VP, entertainment programing, ABC Radio Networks, New York, joins WPLJ(FM) there as VP, programing.

**David Chiaramonte**, associate VP, development, Toyo Media International, New York, named VP, distribution.

**Paul R. Calame**, director, financial planning, Viacom Entertainment Group, New York, named VP.

**Nick Peters**, general manager, Program-Link, high-speed newswire for television

syndicators and distributors, New York, named VP.

Appointments at Columbia Pictures: **Mark Zucker**, VP, marketing and distribution, Tri-Star Pictures, Burbank, Calif., named VP, operations and administration; **Allen Elrod**, VP, Southern division, 21st Century, Los Angeles, named Western division manager; **Daniel Marks**, central division sales manager, 21st Century, Los Angeles, named central division manager, and **David Knopf**, independent producer's representative, Los Angeles, named central district manager.

**Deborah Willard**, VP, contracts, Columbia Pictures Television, Los Angeles, joins Saban International, Burbank, Calif., as VP, administration.

**Joel Chetwood**, executive producer, Twentieth Television, Los Angeles, joins KTTV(TV) there as VP, news and program development.

**David McKillop**, production manager, National Geographic Society's *Explorer*, Washington, named coordinating producer, National Geographic Television. **Megan Bevan**, manager of scheduling, *Explorer* series, named studio producer.

**Paul R. Wissmann**, senior manager, KPMG Peat Marwick, public accounting firm, Los Angeles, joins Ventura Entertainment Group Ltd. there as VP of finance.

**Richard Hutton**, director of public affairs programing, noncommercial WNET(TV) Newark, N.J. (New York), joins noncommercial WETA-TV Washington, as senior VP, television programing and production.

**Robert W. Harbin**, founding partner, Harbin Hymson Casting, Los Angeles, joins Fox Broadcasting Co., there as VP, talent and casting.

**Sasha Emerson**, director, original programing, West Coast, Home Box Office Inc., Los Angeles, named VP.

**Richard Stone**, director of national sales, Tribune Broadcasting Co.'s TBC+, New York, named VP, succeeded by **Rosanne Legano**, account executive there.

**Joanne Miller**, music director, Hanna-Barbera Productions and Ruby-Spears Enterprises, Los Angeles, joins DIC Enterprises, Burbank, Calif., as VP, music.

**Kathleen Karr**, development assistant, NBC Productions, Burbank, Calif., joins Universal Television's Wolf Films Inc., Los Angeles, as director of development.

Appointments at Showtime Networks Inc.: **Paul P. Lamb**, manager, Universal City, Calif., named director, film acquisitions, West Coast; **Terry Fitzpatrick**, manager, program administration, New York, and **Jill Davis**, manager, program research there, named directors.

**Peter van Roden**, manager, promotion, CBS Sports, New York, joins Walt Disney Television, Burbank, as director, specials.

**Dave Wingert**, air personality, KEFM(FM) Omaha, and **Melanie Workhoven**, account coordinator, Ogilvy and Mather West, Seattle, join WHO(AM) Des Moines, Iowa, as air personalities.

**Dave Weide**, air personality, KNPR(FM) Las



Vegas, joins KUNV(FM) there in same capacity.

**Samantha Scott**, air personality, KQCR(FM) Cedar Rapids, Iowa, joins KRNA(FM) Iowa City in same capacity.

**Karen Linnea Impola**, programmer and engineer, WXP(FM) Philadelphia, joins KUNI(FM)-KUNY(FM)-KHKE(FM) Cedar Falls, Iowa, in same capacity.

**Steve Malzberg**, morning sports reporter, WABC(AM) New York, named host of New York Yankees pregame and post-game shows. WABC is flagship station of New York Yankees Radio Network.

## News and Public Affairs

**Katherine I. O'Hearn**, senior producer, *World News This Morning*, and *Good Morning America*, ABC News, New York, named Los Angeles bureau chief there. **Robert Crawford**, national desk assignment editor, New York, named assistant Midwest bureau chief, St. Louis.

**Mark Dulmage**, senior assignment desk editor, executive producer, writer and anchor, Cable News Network, Tokyo, named chief, CNN, Rome bureau.

Turner Broadcasting System announces Goodwill Games directors and producers: **Ted Nathanson**, former coordinating football producer, NBC, New York, named host director, volleyball competition; **Andy Sidaris**, freelance director, Los Angeles, named host director, track and field coverage; **Alec Weeks**, former director and producer, British Broadcasting Corp., named host producer, track and field; **Ralph Melanby**, freelance producer and director, Toronto, named host producer for ice hockey; and **Martijn Lindenberg**, executive producer and director, NOS/Netherlands, Amsterdam, named host producer for cycling.

**John Hashimoto**, producer, WNEV-TV Boston, joins WGBH(FM) there as reporter.

**Bob Jordan**, news director, KCRA-TV Sacramento, Calif., joins KING-TV Seattle in same capacity.

**Tish A. Hauss**, executive producer, WLWT-TV Cincinnati, named assistant news director. **Len J. Matuszek**, air personality, sports anchor and reporter, WCKY(AM) Cincinnati, joins WLWT(TV) there as sports reporter.

**Steve Bartelstein**, sports director, WCIV(TV) Charleston, S.C., joins WTHR(TV) Indianapolis, as sports reporter and producer.

**Don Decker**, news director, WRGB(TV) Schenectady, N.Y., joins WTEN(TV) Albany, N.Y., in same capacity.

**Ricki Stevenson**, freelance writer, San Francisco, joins News Travel Network there as reporter.

**Phelps Stokes Hawkins**, manager, Asia news operations, NBC News, Tokyo, joins WTTW(TV) Chicago as director, public affairs.

**Ivan Davila**, local sports director, KWEC(TV) San Antonio, Tex., joins KVEA(TV) Corona, Calif., as sports anchor, 6 and 11 p.m.

**Kevin McCullough**, chief Washington correspondent, Chronicle Broadcasting Co., Washington, joins Consumer News and Business Channel, Fort Lee, N.J., as business correspondent.

**Ralph Green**, news director, KTSM-TV El Paso, joins KSEE(TV) Fresno, Calif., in same capacity.

**Allyson Ross**, segment producer and special projects field producer, WCAU-TV Philadelphia, joins Group W Newsfeed, New York, as producer.

**Jennifer Whitney**, co-anchor, 5, 6, and 11 p.m. news, KJEO(TV) Fresno, Calif., joins KOVR-TV Stockton, Calif. (Sacramento), as 5 and 11 p.m. co-anchor.

Appointments at KTUL-TV Tulsa, Okla.: **Jeff Bowen**, reporter, Oklahoma Educational Television, to same capacity; **Randy Parrott**, producer, KSPR(TV) Springfield, Mo., to same capacity; **Jack Caster**, chief photographer, KFDA-TV Amarillo, Tex., to photographer, and **Scott Bowman**, news director, KRAV-AM-FM there, to weekend assignment editor.

Appointments at WHO-TV Des Moines, Iowa: **Rick Erbach**, 10 p.m. producer, KSDK(TV) St. Louis, as assistant news director; **Randy Mullikin**, assignment editor, KHOG-TV Fort Smith, Ark., in same capacity; **Jennifer Lyons**, producer, KWQC-TV Davenport, Iowa, in same capacity, and **Theresa Thompson**, reporter, WKEF(TV) Dayton, Ohio, in same capacity.

**Tim Meloche**, assignment editor, WWJ(AM) Detroit, joins WXYZ-TV there in same capacity.

**Bob Rauscher**, producer, ESPN Inc., Bristol, Conn., named coordinating producer. Associate producers **Tim Kane** and **Jay Rothman** named associate producers, ESPN.

**Jay Solomon**, managing editor, WSVN(TV) Miami, joins WJKS(TV) Jacksonville, Fla., as news director.

**Paul Gonzales**, freelance journalist, Houston, joins Consumer News and Business Channel, Los Angeles, as on-air correspondent. **Raymond Sahadi**, production manager, NBC Sports, New York, joins CNBC, Fort Lee, N.J., as manager, technical operations. **Rosemary Curran**, producer, named supervising producer. Succeeding Curran is **Beth Tilson**, producer.

**Jan Fox**, anchor, WCSH-TV Portland, Me., joins WUSA(TV) Washington as reporter.

**Lorna Barrett**, 5 p.m. anchor, WNEM-TV Bay City, Mich., named 6 and 11 p.m. co-anchor.

**Sue Zelenko**, 6 p.m. co-anchor, WJRT-TV Flint, Mich., named 6 and 11 p.m. co-anchor. **John Rhadigan**, sports anchor, WJRT-TV, joins KXAS-TV Fort Worth as sports reporter.

**Victor Livingston**, executive producer and host, The Learning Channel, White Plains, N.Y., joins WTXF-TV Philadelphia as business reporter.

**Roger Sockman**, news director, WKJN(FM) Hammond, La. (Baton Rouge), joins WMBB(TV) Panama City, Fla., as general

assignment reporter.

## Technology

**M. Michael Takacs**, director of engineering, Univision Station Group, New York, named VP, engineering, Univision Holdings Inc. there.



Pitts

**John W. Pitts**, director of technical operations, American Cablesystems of California, Los Angeles, joins Greater Philadelphia Cablevision Inc., Philadelphia, in same capacity.

**Thomas Volk**, manager of teleconferencing engineering, NEC America, Herndon,

Va., joins Sony Corp. of America, Park Ridge, N.J., as manager of systems integration.

**Larry N. Lehman**, VP, technology and planning, Cencom Cable Associates, St. Louis, named chairman, technologies, for new business subcommittee, Cable TV Laboratories Inc., Boulder, Colo., technical advisory committee.

Market development managers appointed at Panasonic Communications & Systems Co., Secaucus, N.J.: **Alan Tanielian**, Central region; **Leo Mahan**, Eastern zone; **Tom James**, Western zone; **Ray C. Edwards**, Southern region; **Earnest de los Santos Jr.**, Eastern zone; **Ronald Eiserling**, Central region; **A.J. DeLizza**, Western zone; **Diane Cline**, Eastern region; **Michael Baker**, Southern region; **J. Michael Brinkman**, Western 13 states; **Steven J. Borsch**, Central zone, and **Steven Blankman**, Southern region.

**Stephen Dukes**, VP, technology, Street of Dreams, new home marketing enterprise designed with latest electronics, Bellevue, Wash., joins Cable Television Labs, Boulder, Colo., as project manager, advanced network development.

**Chris Smith**, director of marketing, Microtime, Bloomfield, Conn., joins Essex Marketing Services, Simsbury, as president.

**Jon Foster**, technician, KALB-TV Alexandria, La., joins Harris Corp., broadcast division, Quincy, Ill., as broadcast technical instructor.

## Promotion and PR

**Barbara Johnson**, co-owner, Creative Resources advertising and public relations firm, Kill Devil Hills, N.C., joins Westwood One Inc.'s Mutual Broadcasting System and NBC Radio Networks, Arlington, Va., as promotion manager.

**Loralie Tournay**, promotion assistant, assistant promotion director, WLLZ(FM) Detroit, joins WMTG(AM)-WNIC(FM) Dearborn, Mich., as promotion director.

**Fernando Gomez**, affiliate relations direc-

tor, Galavision, Los Angeles, joins Univision, New York, as manager of affiliate relations, central region, based in Dallas.

**Pamela S. Alexander**, project associate, Public Broadcasting Service, Alexandria, Va., joins Public Television International, New York, as station relations and acquisitions manager.



Corboy

**Jim Corboy**, director of advertising and promotion, WMAQ-TV Chicago, joins Tribune Entertainment Co. there as VP of creative services.

Appointments at Turner Broadcasting System Inc., Atlanta:

**Rick Salcedo**, director, on-air promotion and operations, NBC News, New York, named associate VP, news promotion; **Mark Ogden**, freelance promotion, New York, named director, news promotion; **Dan Sullivan**, manager, news promotion operations, named director, and **Randall Tatum**, writer and producer, named manager, news promotion.

**Kathryn Carter**, office operations manager and public information officer, Bloomington Public Library, Bloomington, Ill., joins WGLT(FM) Normal, Ill., as director of development and promotions.

**Mia M. Amico**, production assistant, Covideo Co., subsidiary of Anthony M. Franco Inc. public relations, Detroit, named associate producer.

**Kathryn Salensky**, senior account executive, Softness Group, New York, joins Lippin Group there as account executive.

## Allied Fields

**Molly Pauker**, counsel, NBC News, Washington, joins Fox Television Stations Inc., as VP, corporate and legal affairs, Los Angeles.

**Peggy Binzel**, legislative director, Congressman Jack Fields, Washington, joins Turner Broadcasting System, there as director of government affairs, succeeding Nell Payne ("Fates and Fortunes," March 26).

**Sandhi Kozsuch**, operations director, WXX-TV, Petersburg, Va. (Richmond), named chairman, ABC Marketing advisory board.

**Dennis W. Elliott**, president and CEO, Pacific Telecom Cable Inc., Portland, Ore., joins K. Schaefer & Associates, Washington, as principal.

**Gerald G. Hartshorn**, former senior analyst, Arbitron Co., Laurel, Md., joins National Association of Broadcasters, Washington, as director of audience measurement and policy research.

**Madeline W. Ludlow**, principal, Morgan Stanley, New York, joins Waller Capital there as managing director.

**Halfon Hamaoui**, co-founder, 3H Industries, Sunnyvale, Calif., joins Faroudja Research there as executive VP.

**Henry J. Cauthen**, president, South Carolina ETV, Columbia, S.C., named VP, International Public Television Screening Conference, Edmonton, Alberta, Canada.

**Mary Simon**, senior management of application development, Joseph E. Seagram & Sons, New York, joins Nielsen Media Research News, Dunedin, Fla., as director, micro development. **Andrew Castelluccio**,

research analyst, Nielsen, named client services associate, data applications department.

## Deaths



Goulding

**Ray Goulding**, 68, comedian, died in his sleep of kidney failure at his home in Manhasset, New York, March 24. Half of comedy team Bob and Ray, he and Bob Elliott were heard on radio and seen on television for over 40 years. His characters included Wally Ballow; Mary McGoon; O. Leo Leahy and Mary Backstage, Noble Wife. He began his broadcasting career as announcer in 1939 at WEEK(AM) Boston, and later was newscaster at WHDH(AM) there, where Elliott was air personality. Goulding and Elliott's on-air bantering resulted in their own show on WHDH, *Matinee With Bob and Ray*, which five years later moved to NBC in New York, and later moved to CBS. Bob and Ray had run on Broadway in early 1970's, appearing in *The Two and Only*. Goulding is survived by his wife, Elizabeth; four sons, Raymond, Thomas, Bryant and Mark; two daughters, Barbara and Melissa; and six grandchildren.

**Rene Enriquez**, 58, TV and film actor, died of pancreatic cancer at his home in Tazana, Calif., March 23. Known for his role on *Hill Street Blues* as Lt. Ray Calletano, Enriquez appeared on several television shows including *Charlie's Angels*, *Quincy*, *WKRP in Cincinnati* and *Benson*. He is survived by his wife and sister.

**Eugene A. Hamblin**, 57, Idaho radio station owner, died of brain tumor at his home in Lewiston, Idaho, March 13. He was principal owner and president of 4-K Radio Inc., Lewiston-based group that comprises KOZE-AM-FM there; KLER-AM-FM Orofino, Idaho; KORT-AM-FM Grangeville, Idaho; KORD(AM) Pasco, Wash., and KXXX-FM Richland, Wash. He is survived by his mother, Eugenia, and sister, Anne.

**John W. Koehn**, 63, radio station owner, died of heart attack at University Hospital, Ann Arbor, Mich., on March 23. Koehn owned WLEN(FM) Adrian, Mich., since 1964 and formerly owned WVMO-FM Monroe, Mich. (now WTVR-FM). He is survived by his wife, Margaret; two sons, John and James; six daughters, Janet, Joan, Jeanne, Julie, Jennifer and Joyce; ten grandchildren, and one sister, Lucille.

**Sheldon Fay Jr.**, 53, videographer, producer and director, died of heart attack in Santa Monica Hospital, Santa Monica, Calif., March 12. He joined KPX(TV) San Francisco in 1960 where he won Peabody and local Emmy awards for his photography. In 1962-76, Fay operated his own production companies. He then rejoined KPX(TV) as producer and director of public affairs department. Fay is survived by one son, Mark; one daughter, Stacey, and three sisters.

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## Cyril Vetter: champion of if carry/must pay

Cyril Vetter counts himself among the fortunate. Not only is he fulfilling a life-long dream as a broadcaster, but he is engaged in a Washington public policy battle that may eventually lead to what Vetter believes is a more equitable relationship between broadcasters and their chief competitor, cable (see "Top of the Week"). He is a champion of the industry's if carry/must pay proposal that, if adopted by Congress, would require cable operators to pay for the carriage of local signals.

To the 47-year-old chairman of Vetter Communications, which includes WVLA-TV and WTGE-FM Baton Rouge and KFXZ-FM Lafayette, La., it is a matter of fairness. "All we are asking the Congress to do is consider the inequities and address them," says Vetter.

"It just isn't fair that the cable industry can sell our signals and not compensate us for it. They are not giving it away, they are selling it. We provide something of value to them. They convert that value into cash but we don't see it. That bumps up against my sense of justice."

The Louisiana broadcaster considers a retransmission fee a "modest" attempt to rectify the "economic imbalance" between the two industries. Moreover, Vetter emphasizes that local signals are the ones subscribers watch the most. He says they attract at least 60% of the television viewing time.

Vetter insists that he has no "ax to grind with the cable industry." Says Vetter: "We're in the television business together. It seems to me it is in cable's interest to ensure that there is a viable, vibrant television station system around for a long time to make sure that the consumer isn't pushed to VCR's or other delivery options that render both terrestrial and cable television obsolete."

Last April, Vetter called for revisions to the current copyright system in a BROADCASTING "Monday Memo." His arguments were quickly embraced and, when the National Association of Broadcasters convened its June joint board meeting, the must pay idea had gained ground. Vetter, who sits on the board as an affiliate representative, was named co-chairman of a task force assigned to develop must-pay legislation.

Last week he appeared before the Senate Communications Subcommittee to promote the newly introduced bill that would permit the FCC to collect a retransmission fee from cable systems and distribute the funds to broadcasters and the networks (see "Top of the Week").

No stranger to Capitol Hill, Vetter chairs the NBC Affiliate Board's government relations committee and receives high marks



CYRIL EDWARD VETTER—chairman, Vetter Communications, Baton Rouge, La. (encompassing WVLA-TV and WTGE-FM Baton Rouge and KFXZ-FM Lafayette, as well as record, publishing and production interests); b. July 31, 1942, Donaldsonville, La.; BS, Political Science, Louisiana State University, Baton Rouge, 1965; U.S. Army, 1966-70, including year's service in Vietnam; JD, Louisiana State University Law School, 1972; private law practice, 1972-76; purchased part interest in WVLA-TV Baton Rouge, 1976, bought remainder of station, 1977; purchased KFXZ-FM Lafayette, 1987; purchased WTGE-FM Baton Rouge, 1988; present position since 1990; m. Donna Staples, March 21, 1967; children: Heather, 21; Gabrielle, 19.

for his political acumen. He has a "good grasp of the issues and good political connections," says NAB President Eddie Fritts.

Moreover, the Louisiana broadcaster has played an active role in reshaping the way affiliates handle their government relations agenda. He feels affiliates should have a strong voice in Washington, and was instrumental in the formation of the Network Affiliated Stations Initiative, an organization created last year to insure that Congress hears the concerns of affiliate TV operators.

For Vetter to emerge as an industry statesman is not surprising. Local politics is a family affair. His father was mayor of Donaldsonville, La., a small river town between New Orleans and Baton Rouge, where Vetter was born and raised. At one time his father and two of his brothers were all mayors of small Louisiana towns.

He describes his boyhood as idyllic, "a Huck Finn boyhood" with summers spent swimming and fishing in the Mississippi

River. A rock 'n' roll enthusiast, Vetter was only 18 when he wrote the hit song, "Double Shot of My Baby's Love." (He played the drums in a rock band to finance his way through school.)

He did not pursue a music career, but Vetter says his dream was to run an entertainment company. In addition to his broadcast operations, Vetter Communications includes record, television production and publishing interests. "I've really been lucky beyond my wildest expectations," he says.

In 1965, Vetter graduated from Louisiana State University with a degree in political science. A year later he was drafted. He attended the U.S. Army Intelligence School and the John F. Kennedy Special Warfare School in Fort Bragg, N.C.

Vetter also spent a year in Vietnam. "I was on my own for awhile, mostly tracking troop movements," he says. However, more of his time was spent as an officer in charge of the combined U.S./Allied Defense Operations Center at Cam Ranh Bay. He left the Army in 1970 with a Bronze Star.

What did he learn from his military experience? "Always accept blame. When you accept blame, you generally get more responsibility. When you get more responsibility, you get more authority. I've used that philosophy throughout my career."

A lawyer and entrepreneur, Vetter is a "Renaissance man," says Bob Hynes, NBC's Washington vice president. Hynes also finds him to be a tough competitor on the golf course. Both Vetter and his wife, Donna (known as Tutta), are avid golfers. Before he took up that sport, Vetter was an avid runner, participating in the New York City Marathon and the Florida Triathlon Championships.

A 1972 graduate of LSU law school, Vetter practiced law until 1976 when WVLA-TV went on the block. He accepted a part interest in the station in exchange for legal fees. A year later, he bought the remaining interest; it was a "classic" leveraged buyout deal. He ventured into the radio business in 1987 when he bought KFXZ-FM Lafayette. He later purchased WTGE-FM.

Says Vetter: "I've never done a deal based on whether or not I thought I was making money. I have always tried to do things based on whether or not I thought I could do it well. More often than not, money is just a byproduct of doing something well."

Vetter is not alone in his affinity for the broadcasting business. He says his daughters, Heather, 21, and Gabrielle, 19, have discovered the airwaves. "Heather loves radio and Gabrielle loves television," says Vetter, who finds running his stations "thrilling, a wonderful and exciting place to work." Nor could he imagine doing anything else. "Right now I am living out my fantasy." ■

**Tele-Communications Inc. President John Malone said last week that \$1.7 billion in cable system and programing assets that TCI will spin off into new company will not include its 22% interest in Turner Broadcasting System.** TCI announced breakup of company early this year (BROADCASTING, Jan. 22). Speaking to shareholders at annual investors meeting in Denver, Malone said cable companies should be allowed to own cable systems and programing services, despite Washington's growing antagonism toward vertical integration in industry. Spinoff, which will commence within four months, will be affected by offering in which TCI shareholders will receive rights to purchase common stock in yet-unnamed new company in exchange for their TCI shares. New company will comprise all TCI's programing interests other than 22% in Turner and cable systems serving some 3.6 million homes. Malone said company's assets will constitute 15% of TCI's current assets of \$11.4 billion, which works out to \$1.7 billion. Addressing industry's mounting regulatory problems, Malone said Senate Commerce Committee's draft of cable reregulation legislation was better than bill proffered by Senator John Danforth (R-Mo.) late last year. Unlike Danforth measure, Malone said, staff draft would defer rate regulation and question of imposing limits on vertical and horizontal integration to FCC. Because of their complexities, he said, they are "best left to FCC."

**National Association of Broadcast Employees and Technicians will advise its members to reject NBC's final offer,** setting stage for possible strike. Contract expired March 30. NABET workers will work without contract.

**"Every open position is under review,"** said George Schweitzer, CBS senior vice president, communications, in response to articles in *The Wall Street Journal* and *The New York Times* that said CBS was preparing to make about 50 staff cuts across board. Schweitzer also said that network would seek to eliminate jobs that are no longer necessary. "We are strictly trying to manage our budgets," CBS executive said. Schweitzer told BROADCASTING that there have been no mandated staff cuts nor will any money be taken away from on-air product.

**ABC World News Tonight with Peter Jennings continues to lead evening news race** over NBC and CBS. Nielsen numbers for first three months of 1990 show ABC with 11.3 rating/21 share. NBC had 10.2/19 and CBS 10.1/19. It was ABC's third straight quarterly win.

ABC was nominated for 39 of 91 **Sports Emmy** awards to be presented by National Academy of Television Arts and Sciences. CBS received 15 nominations, NBC, 14; ESPN, 9; syndication, 8; HBO, 4; TBS, 1, and Disney, 1. Presentation of awards will take place April 23 in New York. Starting in 1991, event will be telecast by ESPN.

**Columbia Pictures Television said last week it has hired Steve Sohmer** to develop station-oriented promotional campaign for CPT off-network property, 227, debuting in syndication next fall. Sohmer, former executive VP in charge of promotion and advertising at NBC Entertainment, and former president Columbia Pictures, now runs own production, promotion and advertising company, based in Los Angeles. Sohmer developed similar campaign for launch of CPT's off-network *Who's the Boss* two seasons ago. CPT syndication president Barry Thurston said 227 has been cleared in over 75 markets so far. He expects to have perhaps 100 markets by fall. Stations, however, have option of delaying show until 1991.

**MT Communications Inc. sold WBVP(AM)-WWKS(FM) Beaver Falls, Pa. (Pittsburgh), to Baltimore Radio Show Inc. for \$2.9 million cash.** MT Communications is owned by Ted and Marilee Ruscitti and has no other broadcast interests. Baltimore Radio Show Inc. is headed by Harry T. Shriver and owns WKHI(FM) Ocean City, Md., and owned WFBR(AM) Baltimore for more than 60 years prior to selling it to Jag Inc. in 1988. WBVP is fulltimer on 1230 khz with 1 kw. WWKS(FM) is on 106.7 mhz with 47 kw and antenna 520 feet above average terrain. Broker: Richard A. Foreman Associates Inc.

**FCC last week upheld Review Board grant of new Calhoun, Tenn., FM station application of Carroll, Carroll & Rowland** and dismissal of application filed by Thomas Root-represented Glory FM Limited Partnership. Dismissal of Glory's application based on refusal of principals to depose themselves was ruled "a fit remedy for deterring future misconduct when an applicant ignores an ALJ's discovery order." Commission noted that principals declined to make themselves available for deposition "on the advise [sic] of its then attorney of record Thomas Root...because Root was not present when depositions were being taken." Root is to be arraigned April 3 in Washington on 33 counts of fraud, forgery and obstruction related to FCC proceedings.

**FCC denied sale of WAXA(TV) Anderson, S.C., to WLOS-TV Inc. because of satellite provisions in contour overlap and duopoly rules.** Mary R. Kupris, executrix of estate of Anthony C. Kupris, sought assignment of license to WLOS Inc., which is licensee of WLOS(TV) Asheville, N.C., and intended to use WAXA(TV) as satellite. Action was result of petition by Pegasus Broadcasting, licensee of WLBF(TV) Augusta, Ga. **Mean-**

## Hill reservations over TV Marti

The inauguration of TV Marti last week (see page 50) was greeted not only with expressions of anger from Havana—and an interfering signal—but also a statement of concern by three members of the House Energy and Commerce Committee. Representatives John Dingell (D-Mich.), Edward Markey (D-Mass.) and Al Swift (D-Wash.) wrote to U.S. Information Agency Director Bruce Gelb to "articulate" their uneasiness about "the likely and negative results the TV Marti broadcasts will have on the continued effectiveness of Radio Marti, and on American AM broadcasters."

Dingell is chairman of the House Energy and Commerce Committee and Markey heads the committee's subcommittee on telecommunications. Swift was head of an 11-member delegation—including several broadcasters—that visited Havana last December to confer with Cuban officials on the likely effect of Marti's establishment. Along with the letter, the congressmen sent a copy of the committee's staff report on the trip that was released last week.

The report carried the same message as the congressmen's letter: TV Marti broadcasts on a Cuban channel—and TV Marti is operating on a channel viewed in Cuba—would result in jamming of that signal. The report also said the TV Marti broadcasts would result in jamming of Radio Marti now being received in Cuba. The "deliberate jamming of AM stations on U.S. radio frequencies," as the congressmen put it in their letter, would be another consequence.

The frustration of the TV Marti effort and the loss of the Radio Marti service to Cuba would be a matter for the administration to consider; it would not be a problem for the Commerce Committee, the congressmen said. "But," they added, "drafting American AM broadcasters to fight in a Cuban-American broadcast war is of significant concern to this committee and to the broadcast community."



while, FCC waived duopoly rule for 18 months and granted sale of KRTH(AM) Los Angeles from GRADH-102 Broadcasting to Liberman Broadcasting. Liberman already owns KWIZ-AM-FM Santa Ana, Calif., and FCC decided that transfer would otherwise violate contour overlap provision. Action allows Liberman time to find minority group to purchase KWIZ(AM).

□

**Worldvision will offer hour-long weekend version of After Hours** for fall, based on four-week test run last December. According to company spokesman, ratings for Friday show are up about 20% over weekday numbers.

□

**ESPN** has scheduled tripleheader for **Major League Baseball** opening day April 9, and **CBS Radio Sports** filled out 11-person MLB announcing team. ESPN regained regular season game lost to season delay by adding third April 9 telecast and also added four exhibition game telecasts April 2, 4 and 6. CBS Radio MLB announcers are Brent Musburger, Johnny Bench, Jack Buck, Jerry Coleman, John Rooney, Jim Hunter, Steve Busby, Gene Elston, Ted Robinson, Joe Torre and Ira Mellman. Others may join season in progress. New Musburger-hosted weekly half-hour baseball show beginning April 8 has been dubbed *Inside Pitch*.

□

**Thames TV**, which recently closed \$89 million buy of U.S. TV producer Reeves Communications, **is to lose backing of its two leading British shareholders**, Thorn EMI and BET, each with 28% of London-based broadcaster. Among suitors are believed to be Luxembourg media company CLT, which made earlier run at Thames, and broadcast aspirant Carlton Communications, which had approached Thames last summer and already owns 10% of UK's commercial service Central TV. Although it is believed there will be American interest in Thames, which broadcasts five-day-a-week schedule to London viewers, pending UK legislation limits non-European Community ownership to 20%, and even that much could represent political hot potato when Thames's London franchise comes up for auction in 1991, along with those of UK's other commercial regional broadcast franchise holders.

□

**Radio Advertising Bureau and Columbus, Ohio-based Impact Resources Inc. have entered agreement that gives RAB access to national consumer data via Impact's MA\*RT USA Database.** Impact Resources conducts annual noncommissioned consumer measurements in major markets. System offers information gathered from more than 283,000 consumers nationwide as well as consumer profiles for more than 1,000 retailers. Categories of consumer habits include demographics, media habits, retail shopping behavior, lifestyle choices, banking and financial investments and automobile ownership.

□

**West German cable operator has retained brokerage firm Communications Equity Associates to find U.S. partner** for acquisition of portions of its existing cable systems and to participate in future development of franchises with 250,000 TV homes. Kabel Plus, Frankfurt-based unit of Swiss conglomerate Motor Columbus Group, is one of handful of private companies allowed by German law to own cable systems with fewer than 10,000 homes. Vast majority of nation's 26 million homes get cable through federal telecommunications agency, although as many as 2.5 million homes will eventually be served by private cable firms. CEA represents overseas cable businesses in at least nine countries, including UK and New Zealand.

□

**CPB President Donald Ledwig and National Association of Public Television Stations President David Brugger last week asked appropriations subcommittees** in House and Senate.

## Agreement reached on colorimetry for HDTV

As expected, the world TV experts on high-definition TV production systems came to an agreement last week on colorimetry for all HDTV production formats. About 100 delegates to the International Radio Consultative Committee's (CCIR) Study Group 11, which specializes in HDTV systems, sealed the agreement during a week-long meeting in Atlanta that closed two days before the start of the NAB convention there.

Colorimetry is the measure of parameters affecting the quality of color reproduction of video formats. With the agreement, all parameters of the two production systems proposed for world standardization are identical, except for the scanning lines and field rates. The SMPTE 240M standard developed mainly in Japan is a 1,125-line and 60-hertz (repetitions per second) system, while the European Eureka system has 1,250 lines and 50 hertz.

During a meeting of the full CCIR scheduled for next month in Dusseldorf, West Germany, the U.S. and several other countries will attempt to lay the groundwork for establishing a "common image" format as a compromise. Commonality between the two systems would be established by setting the same number of active scanning lines.

A leading proposal is for world agreement on 1,080 active vertical lines, resulting in square-shaped pixels, which would more adequately fill the data transfer needs of the computer industry. It is hoped that a common image format could be agreed upon during the next CCIR study period, which ends in 1994. If successful, Study Group 11's next step would be agreement on field rate and establishment of a single world HDTV production standard.

respectively, **to fund CPB at \$285 million authorized for fiscal 1993.** Each also requested that additional \$66.94 million be appropriated to complete authorized \$200 million public TV and radio satellite replacement project. Senate Commerce Committee will hold hearing today (April 2) on presidential nominations of Henry Cauthen and Lloyd Kaiser to CPB board.

□

**Radio-Television News Directors Association held meeting with representatives of 10 major news organizations last week to discuss problems arising from alleged unauthorized use of satellite-delivered video material from breaking news stories**, such as those following United and Avianca plane crashes last year. RTNDA said discussion covered "unintentional versus deliberate theft" and to what extent news managers "understand what constitutes unauthorized use." According to RTNDA President David Bartlett, "The meeting indicated that the problem is probably bigger than anyone thought. While there's not much anyone can do to stamp out pure theft, making all the players aware of the pitfalls can at least help eliminate unnecessary misunderstandings." Bartlett said RTNDA would lead that educational effort.

□

**Viewers Choice and year-old Minor League Football System have announced agreement whereby 15 MLFS games will be televised via pay-per-view**, at suggested retail price of \$4.95 per game. According to both organizations, program package represents first regularly scheduled weekly PPV series. LBS will handle national ad sales for venture. MLFS, made up of 12 teams, will play games July 14-Oct. 27. Viewers Choice serves 300 cable systems with 11 million basic homes and 6.5 million addressable subscribers. Omega Films, MLFS's production company, also plans to syndicate four-game exhibition series this summer between league and Moscow Bears, marking first Russian football games played in U.S.

# Editorials

## Time to talk

Few NAB conventions aren't historic anymore, in the sense that all occur in times of great ferment, invention, challenge and change. This year's 68th will be no exception, as this issue's major stories attest.

The premiere issue will be must pay, the broadcasting industry's attempt to become a part of the fiscal action on cable TV until the end of time. Must pay has succeeded must carry as broadcasters' principal hope of answering cable's invasive and persistent competitive encroachment. The latter promised access to the terrestrial TV universe no matter what happened; the former promises profit participation as well.

In the meantime, the broadcaster-cable relationship has sunk to its lowest ebb. Presumably smelling blood, the National Association of Broadcasters has attacked the cable industry at all levels and on all issues, evoking the belief on the other side that broadcasters are out to "crush" cable. The National Cable Television Association, in response, is mustering its political power to "give as good as they get" and make life miserable for broadcasters, too. Those companies with major investments in both media are in a dilemma; they haven't yet been able to make the peace but they don't want the war.

NCTA President James P. Mooney, in a "candid and frank" interview designed to make clear his industry's sentiments coincident with the NAB convention, acknowledges how bad things have become between the industries but leaves the door open for a negotiated agreement. He goes even beyond that in remarks prepared for the Association of Maximum Service Telecasters, also meeting in Atlanta. "I am personally committed to trying to work something out," he says, "and will meet with whomever your industry designates to explore the possibilities."

It would be inappropriate for this page to suggest that opposite number, but Eddie Fritts, the NAB president, sounds about right. He has an excellent record of working both with cable and with Mooney, and no one more legitimately nor ably speaks for broadcasters.

This strikes us as a good moment to make a deal; both sides are a little vulnerable but neither is down or out. The Congress is ready to encourage an agreement and/or give it a legislative stamp. This is a time to be part of the solution.

## The little engine that may

There is some irony in the news that the Fox Broadcasting Co. programming service is recording some of the strongest numbers of its young life just when it probably wants least to appear competitive with the broadcast networks.

Last week, for the first time, two of its shows, *Married...with Children* (sorry, Ms. Rakolta) and *The Simpsons*, were among the top 15 programs in prime time, according to Nielsen. And in the Arbitron market-by-market analysis of the February sweeps (see page 98), Fox averaged more television households per quarter hour tuned to its prime time programming than did its network competition in two of the top 10 markets—Washington and San Francisco.

All this is not to suggest that Fox is yet on a par with the big three. A closer look at the Nielsen numbers for the week finds the balance of its schedule at the bottom of the chart; out of Arbitron's 209 markets, Fox was first in only two markets besides the two cited above, and it still has a way to go to approach the reach and frequency of a network schedule. Still,

Fox is proving a force to be reckoned with, having apparently found a loyal, and by all appearances growing, audience for its programming.

Fox's most immediate focus now is on establishing its pipeline to the people, which some would argue is of at least as much importance as what travels down it. But it seems to be getting the knack of the latter as well.

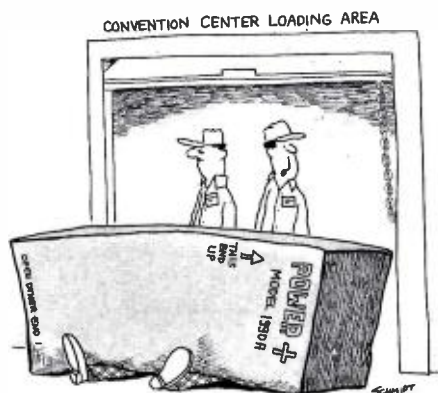
This is getting interesting.

## Taking charge

While we're on the subject of programmers who do not want to be too closely identified with the networks, that issue was raised among noncommercial broadcasters meeting late last month to discuss the October launch of a new era in public television program funding. That's when PBS's Jennifer Lawson will take over the helm of a \$100 million pool of programming dollars, part of a move to centralize programming decisions (see story, page 99).

Not unexpectedly, some independent producers cried "creeping commercialism" and predicted a betrayal of PBS's mandate to provide alternative programming. The latter would seem highly unlikely, since PBS lacks the financial horsepower to go head to head in a race with commercial broadcasters, and knows it. Lawson points out: "It would be foolish of us to try to imitate commercial TV, because of the money and because, having a uniqueness, people do turn to us as an alternative." If by "creeping commercialism" independent producers anticipate increased centralized decisionmaking, they are right, and it is an overdue infusion of organization into a funding process that has been characterized by bickering, turf wars and, as one independent producer put it, "incredible bureaucracy." As that same producer put it: "They [Lawson and CPB TV program fund director Donald Marbury] are going to make decisions, and anyone's decision is better than no one's." And as Lawson herself said: "In having to focus our resources, there invariably will be people who will be disappointed. I go into this job knowing that I will have to make some very tough decisions."

That sounds like a healthy dose of pragmatism.



Drawn for BROADCASTING by Jack Schmidt

"I don't get it. Just a second ago that broadcast guy was yelling for help to unload his display."



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